

LIFE

IN THIS ISSUE

AIR WAR IN COLOR

SOUTH AFRICA BY BOURKE-WHITE

**PINZA IN
HOLLYWOOD**

SEPTEMBER 18, 1950

20 CENTS

REG. U. S. PAT. OFF.

Copyrighted material



Here's my idea of the Cannon Go-Girl—
as popular as a catchy tune!
She's posh and pretty, with legs that
twinkle when they walk—
legs always beautifully garbed
(in Cannon Nylons, naturally!)
Coby Whitmore

"Cannon Nylons
do something for my legs!"

says the Cannon Go-Girl

FLATTERING? Oh my, yes! Sleek, suave, full-fashioned Cannon Nylons make the most of *any* girl's legs!

For Cannon colorings are so much *more* than just "good shades that go with everything"! They're blended especially to give you "legs appeal"—and they do!

And though Cannon Nylons are beautifully sheer, they're marathon-winners for wear. Full-fashioned, of course. Made of *high-twist* thread that *clings*!

The girls who go more, do more, date more are insisting on Cannon Nylons! Why don't *you* ask for them?
At your favorite neighborhood shop.



on the legs that
are on the go...

Cannon Nylons

COPR. 1950, CANNON MILLS, INC.



CANNON MILLS, INC., NEW YORK 13, N.Y., MAKERS OF
CANNON SHEETS, TOWELS, BLANKETS, BEDSPREADS

GO-GLAMOROUS.
The most versatile shade ever!

Best tire value starts INSIDE...with B.F. Goodrich

"RYTHM RIDE" GIVES YOU MORE SAFETY, COMFORT, MILES

FRED WARING

Musical star of stage, radio and television says:

"LOOK INSIDE FOR INSIDE PROOF"

"Rythm makes the difference in music," says Fred Waring. "But I never knew it made the difference in tires too—until I saw inside proof in a BFG Silvertown."

You can see it too—how B. F. Goodrich tire cords are precision spaced in live rubber, with *no cross threads!* Free to work together in *rythm* to give you the best tire value—"Rythm Ride!"

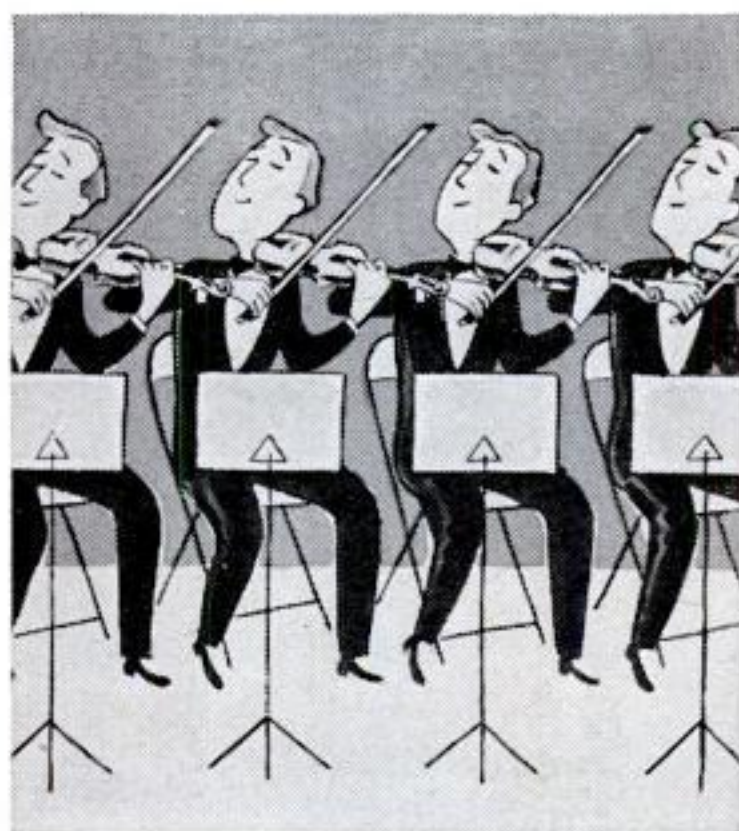
Yet "Rythm Ride" tires cost no more. See your B. F. Goodrich dealer now. He'll be glad to arrange convenient terms, plus a generous trade-in allowance.



IF YOU CAN TELL WHICH MUSICIANS ARE BEST, YOU CAN TELL WHICH TIRE IS BEST:



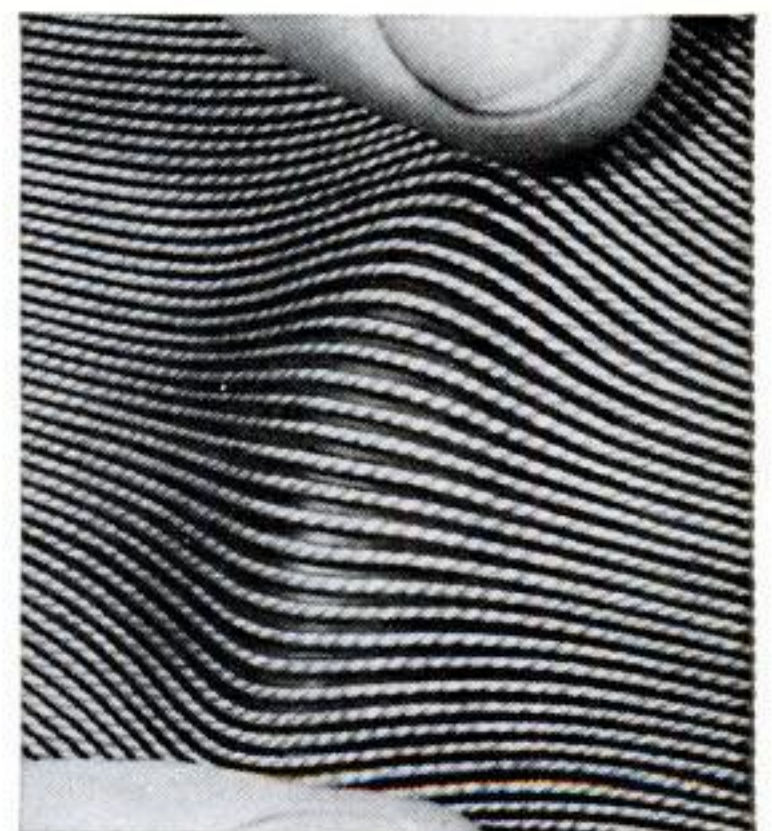
1 In every tire thousands of cords flex as you ride. But in most tires, non-working cross-threads hamper the cord action. Cords are as *out of rythm* as the young musicians above.



2 In a B. F. Goodrich tire there are *no cross-threads*. Cords are free to work in *rythm* like the violinists above—free to pass impact from one to another, smother road shock, reduce wear, cushion bumps.



3 Most tire cords bunch and gap because of shackling cross-threads. Result: weak spots, "slacker cords", overworked cords. But BFG cords are sealed in rubber with uniform spacing and tension.



4 Only B. F. Goodrich has the equipment and skills to give you "rythmic-flexing cords" in every tire for every purpose. Buy today. See your BFG dealer. The B. F. Goodrich Company, Akron, O.

This One



OJCY-FP3-N2YE



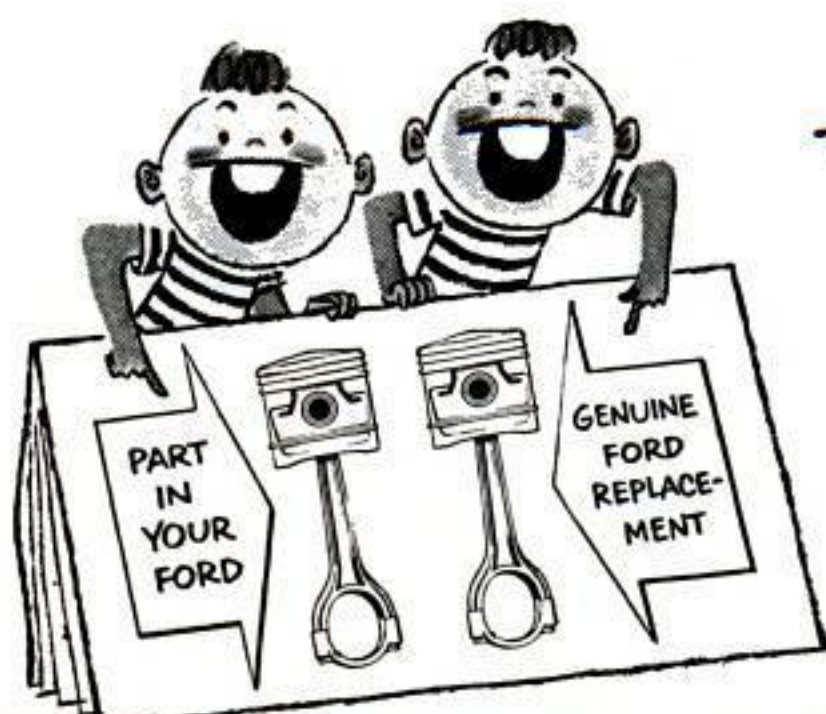
**"You're RIGHT
They're RIGHT!
for FORDS"**

says KAY KYSER
of screen and radio fame,
whose
"College of Musical Knowledge"
is now a hit on Television



**They're made right to fit right
to last longer—
to save you time, money
and give real satisfaction**

Yes, Genuine Ford Parts are the *only* right answer, to keep your Ford *all* Ford. They're designed by the men who designed your Ford. Each part is made with the same top quality, the same precision engineering, the same reliability as the *original* part in your Ford. So for time and money-saving performance, get the parts that are *right* for Fords—Genuine Ford Parts.



THEY'RE TWINS!

Genuine Ford Parts are twins of the parts built into your Ford at the factory. Get real Ford Parts wherever you see the Genuine Ford Parts sign . . . at all Ford Dealers and selected independent garages.

**KEEP YOUR
FORD
ALL FORD!**



HAVE
YOUR FORD
SERVICED
WHERE
YOU GET —



1. GENUINE FORD PARTS



2. FORD-TRAINED MECHANICS



3. FACTORY-APPROVED METHODS



4. SPECIAL EQUIPMENT

HOLLYWOOD, CALIF....

This is the story
of movie writer,
young Joe Gillis,
cub reporter
from Dayton who
always wanted
a Hollywood
swimming pool.

Joe got his pool on
Sunset Boulevard!

But the price
was too high!

! a most unusual motion picture



Betty Schaefer...
young and fresh,
loved Joe.

Norma Desmond...
wealthy and
different,
loved him,
too.

**WILLIAM
HOLDEN**
as Young Joe Gillis

starring
**GLORIA
SWANSON**
as Norma Desmond

**ERICH
VON STROHEIM**
as Max von Mayerling

with **NANCY OLSON** • **FRED CLARK** • **LLOYD GOUGH** • **JACK WEBB**
and
Cecil B. DeMille • Hedda Hopper • Buster Keaton • Anna Q. Nilsson • H. B. Warner • Franklyn Farnum
as themselves

Produced by Charles Brackett • Directed by **BILLY WILDER** • Written by Charles Brackett,
Billy Wilder and D. M. Marshman, Jr. • A Paramount Picture

A
HOLLYWOOD
STORY!

The last time
you saw a picture
like this, by
Brackett and Wilder,
it won four
Academy Awards...
It was
"THE LOST
WEEKEND"

This Exciting Pen restores your confidence in what \$1 will buy

**FOR SCHOOL—HOME—OFFICE
THIS VALUE-PACKED WEAREVER
IS A "GLUTTON FOR PUNISHMENT"**

Don't let anybody tell you that high price means high quality. See... try... own this Wearever Pennant Pen—and discover what wonderful value you can get for a dollar!

Wonderful value—the Pennant looks like a million, writes like a wizard. You have your choice of 5 interchangeable points, to suit your own writing personality. And it's sturdily built by the world's largest fountain pen manufacturer to give you years of perfect writing satisfaction.

Accept no "just as good"—there is none. If your dealer hasn't Wearever Pennant, send us his name and we'll supply you through him. DAVID KAHN, INC., North Bergen, New Jersey.

WEAREVER

FOUNTAIN PENS • MECHANICAL PENCILS

At leading chain, drug, stationery and department stores

*By the World's Largest
Fountain Pen Manufacturer
55th YEAR—FOUNDED 1896*

**WEAREVER
PENNANT**

Only
\$1

**WITH YOUR CHOICE
OF POINT**

Extra Fine

Steno

Flexible Fine

Medium

Broad

*Other Wonderful
Wearever Values*



Wearever Pennant
Matching Pen and
Pencil Set in beau-
tiful gift box. \$1.98

Wearever Tri-
Color Pen writes
blue, red, green. \$1

No other pen selling at \$5 or less has all these features:

5 INTERCHANGEABLE POINTS. Choose your favorite. Replacement points, 50c each
VACUUM-SEALED INNER CAP. Assures instant starting
C-FLOW FEED. Transparent Lucite, shows when to refill
FORTICEL BARREL. New, colorful, enduring plastic
HARDALLOY TIPPED POINT. Reinforced for smooth writing, long wear

EXTRA INK CAPACITY. For longer service between fillings
DOUBLE GRIP CLIP. Tension spring holds it securely in pocket
INK CONTROLLER. Reservoir on pen point keeps ink flowing
CHOICE OF COLORS. Pearlized finish in lustrous shades of maroon, green, navy and gun metal

© 1950 David Kahn, Inc.

HOW TOMMY SURPRISED HIS MOTHER - (BUT NOT HIS FATHER!)



MORE CASH PRIZES FOR MORE PEOPLE THAN ANY OTHER CONTEST*

PEPSODENT'S "My Friend Irma" \$100,000 CONTEST

NEW CONTEST EVERY WEEK FOR 5 WEEKS

THEY NAMED THIS CONTEST AFTER ME—IT'S SO-O-O SIMPLE

Yes, it's easy! Just finish a 2-line jingle starting with—

"ALL MY FRIENDS BUY PEPSODENT"

Sample jingle:

"ALL MY FRIENDS BUY PEPSODENT in the new Economy Size
It brightens their smiles till they light up the skies!"

Fun to write a winning jingle: Just start with "All my friends buy PEPSODENT"—limit your jingle to two lines—and make the last word in both lines rhyme. Any words and any rhyme you can think up.

IRMA (Marie Wilson) Tune in "MY FRIEND IRMA"
CBS, Monday nights—hear all about it!

*according to Reuben H. Donnelley Corporation,
famous independent contest judges.

**READ THESE FACTS—
THEY MAY HELP YOU WIN**

FILM dulls your smile
FILM spoils your breath
FILM speeds tooth decay
PEPSODENT Removes FILM

Yes, when you use PEPSODENT Tooth Paste right after eating, it removes film—helps stop decay. PEPSODENT also removes dulling stains and bad breath germs that collect in film.

New Economy

Now you can remove film and fight tooth decay with amazing thrift. The new Economy-Size tube of PEPSODENT Tooth Paste holds five full ounces—almost a third of a pound—for only 59¢!

15,561 PRIZES TO WIN!

Hurry! First Contest Closes September 24th!

GRAND PRIZE \$10,000

—goes to the jingle judged tops among the \$1000 First-Prize winners in the five weekly contests. That makes \$11,000—plus a possible bonus of \$100—for a total of \$11,100 cash money for the Grand Winner!

First Prize every week for 5 weeks—\$1,000

Second Prize every week—\$500

Plus 10 prizes every week—\$100

Plus 3100 prizes every week—\$5

That's every week! The same prizes! Add 'em up yourself. It makes a grand total of 15,561 prizes! Never before so many opportunities to win! In addition

...A BONUS OF \$100 TO EVERY WINNER OF A \$100 PRIZE OR MORE WHO SUBMITS WITH HIS ENTRY BOTH BLUE END FLAPS FROM THE NEW ECONOMY-SIZE 59¢ PACKAGE OF PEPSODENT TOOTH PASTE!



MAIL TODAY! Use Official Entry Blank!
You may win \$11,100 cash!

PEPSODENT, Dep't 1, Box 90, New York 46, N. Y.

Gentlemen: Here is my entry. I enclose both blue end flaps from a PEPSODENT Tooth Paste Package.

"ALL MY FRIENDS BUY PEPSODENT"

(write plainly or print)

Print your name and address. Ask your storekeeper to help you. Then, if you win a prize of \$100 or more, he wins a prize, too. All entries must be the original work of the contestant. If your dealer has helped you, write in his name and address below.

Contestant's Name _____

Address _____

City _____ Zone _____ State _____

Name of dealer who helped me with my entry—

Address _____

City _____ Zone _____ State _____

Follow these Easy Rules:

1. Finish a 2-line jingle about PEPSODENT Tooth Paste that starts with the words, "All my friends buy PEPSODENT." Last word in both lines must rhyme.

2. Send in as many entries each week as you like. Write each on separate piece of paper or on the entry blank at right (additional entry blanks available at the store where you buy PEPSODENT). Attach to each entry both blue end flaps from any size PEPSODENT Tooth Paste package. Mail to PEPSODENT, Dep't 1, Box 90, New York 46, N. Y. Be sure to use enough postage.

3. Winners of \$100 prizes or over, who enclosed both Economy-Size end flaps, will receive an additional \$100 BONUS prize.

4. Separate contest each week for 5 weeks. Same prizes each week. Dates of the 5 contests are:

Contest 1—Opens September 18—Closes midnight, September 24

Contest 2—Opens September 25—Closes midnight, October 1

Contest 3—Opens October 2—Closes midnight, October 8

Contest 4—Opens October 9—Closes midnight, October 15

Contest 5—Opens October 16—Closes midnight, October 22

5. Entries received before midnight, September 24, will be judged in the first week's contest. Entries received too late for the first contest will be entered in the second contest, etc. Entries for the 5th and final week's contest must be postmarked before midnight, October 22, and received by October 29, 1950.

6. All entries postmarked October 22 or before and received by October 29, 1950, are eligible for the Grand Prize of \$10,000.

NOTE: Contest subject to all state and local laws and regulations. Decision of judges final. Duplicate prizes in case of ties. Contest open to all persons in United States, its territories and possessions, except employees of Lever Brothers Company, their advertising agencies and their families. **FIRST-PRIZE WINNERS EACH WEEK WILL BE ANNOUNCED ON "MY FRIEND IRMA" CBS RADIO PROGRAM.** Other winners notified by mail. Complete list of winners sent to anyone sending a stamped, self-addressed envelope. Entries will be judged for originality, novelty and freshness of thought! No entries returned. All entries and ideas therein contained become the property of Lever Brothers Company.

PEPSODENT'S "MY FRIEND IRMA" CONTEST

Enter Every Week for 5 Weeks—You have 15,561 Opportunities to Win!

All-American Favorite



Rugged as a fullback!



Sure-footed in traffic!

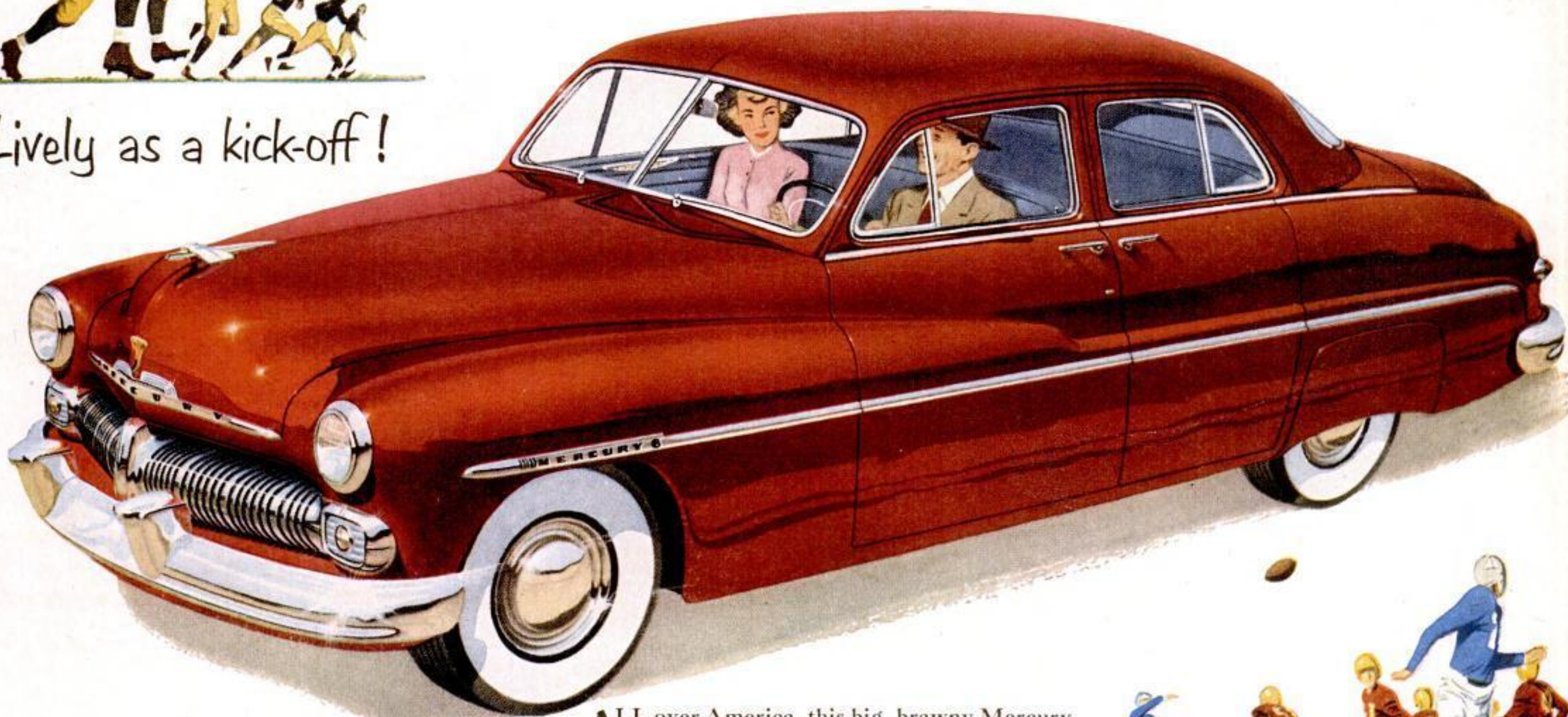


Popular as a conference star!



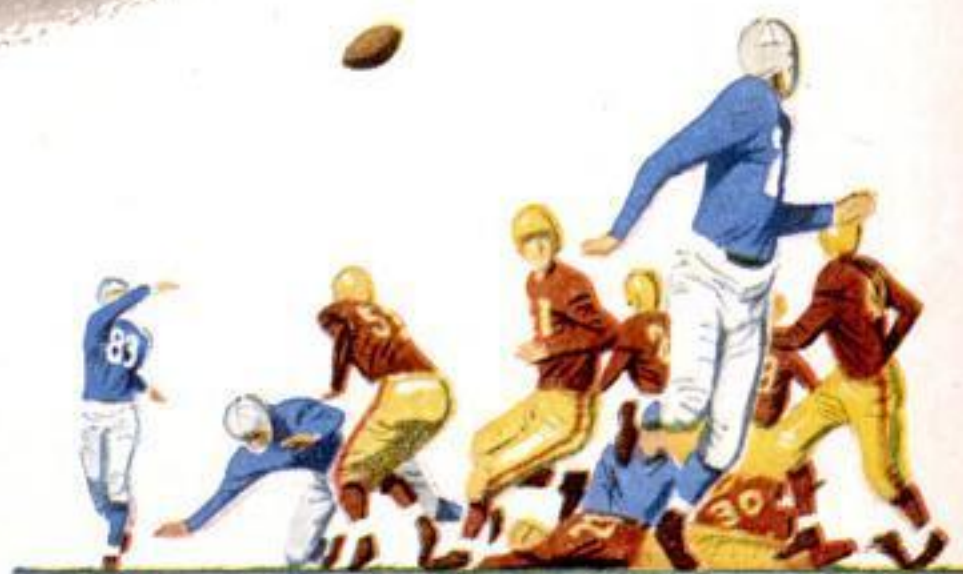
Lively as a kick-off!

that's **MERCURY**!



Roomy as a stadium!

ALL over America, this big, brawny Mercury is gaining more ground than ever before! And it *should*! It's the big value for your money—and a big money-saver, too! Sweepstakes Winner of the Mobilgas Grand Canyon Run, Mercury is "America's No. 1 Economy Car!" No wonder it's such a favorite everywhere. See it at your Mercury dealer's. Get behind the wheel and call the signals yourself. Mercury will score a touchdown with *you*, too!



Powerful passer!

Go for a ride and you'll go for **MERCURY**

MERCURY DIVISION OF FORD MOTOR COMPANY

Leaders in Peace or in War

Raytheon's Electronic Ability Brings You Truly Dependable Television Sets

For truly dependable TV performance and pictures, for outstanding engineering and cabinet design . . . see the new Raytheon television sets. They assure you the quality of television you deserve and want.

Raytheon's electronic pioneering and leadership goes back twenty-five years. It includes vital achievements

in radio, radar, tubes, television, broadcasting equipment. All this is *proof* of Raytheon dependability.

So for honest value for your television dollars, be sure to see these superb new sets with many exclusive new features, now at your Raytheon dealer's. Or write us for illustrated free booklet.

Dependably Built for Dependable Performance

Manufactured by BELMONT RADIO CORPORATION

5921 West Dickens Avenue • Chicago 39, Illinois • Subsidiary of Raytheon Manufacturing Company



Backed by famous *Good Housekeeping Guaranty Seal*—your extra proof of dependability.



Backed by a liberal *One-year Warranty*—guarantees replacement of electronic parts and tubes, including picture tube.



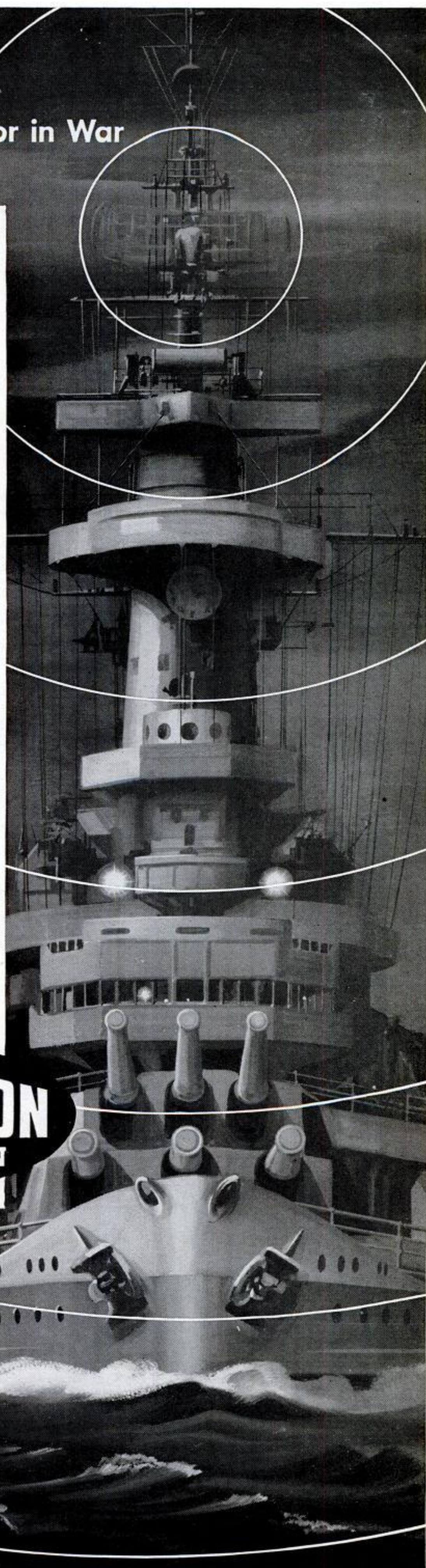
Backed by *Underwriters' Laboratories Seal*—more proof of Raytheon dependability.



THE MARQUIS—Model C-1714—extremely fine television. Distinctive mahogany cabinet. 17" rectangular black picture tube. Exclusive "Ray-Dial" continuous tuner. Exclusive "Ray-Tenna" built-in antenna. Finely adjusted magnetic speaker, with built-in tone balance control. 20 tubes plus 2 rectifier tubes. A typical example of Raytheon engineering.

Models priced from \$189.95 to \$625.00
Slightly Higher West

RAYTHEON TELEVISION



the invisible "it"
in fashion

FIT



Greta \$9⁹⁵



Terry \$9⁹⁵



Reno \$7⁹⁵

Some ENNA JETTICK Styles
are made in sizes 1 to 12
widths AAAAA to EEE

\$7⁹⁵ to \$9⁹⁵
A few at \$10⁹⁵

Here are some shining examples of new fashions endowed with the so-important "it" factor! Extra-smooth-fitting ENNA JETTICKS smartly styled for dress, business or leisure. Your local dealer has them in stock . . . try them soon! ENNA JETTICK SHOES, INC., AUBURN, N. Y.

THOSE COMFORTABLE
Enna Jetticks
America's Smartest Walking Shoes

LETTERS TO THE EDITORS

BRADGATE, IOWA

Sirs:

That was a swell story you had on Bradgate, Iowa ("An Iowa Town Dies a Slow Death," LIFE, Aug. 28).

I don't recognize any of my relatives in the pictures, but the kid with his ear to the rail might have been any one of us three score years ago.

I think I recognize the cat.

A. M. ADAMS

North Plainfield, N.J.

Sirs:

I noticed a dog leaping over Carl Harris' fence in the general direction of Mr. Sanders, the photographer. What was he after? Mr. Sanders' camera or the seat of his pants?

DONALD J. MCWHERTER

San Diego, Calif.



FRIENDLY DOG

● Neither. Like any friendly dog on a sunny afternoon, he just wanted to come on over and say hello.—ED.

VISION OF NECEDAH

Sirs:

As a Catholic I wish to protest the so-called "vision" of our Blessed Mother ("The Vision of Necedah," LIFE, Aug. 28). I do not believe, nor do intelligent Catholics, that she is appearing periodically and promiscuously to people like Mrs. Van Hoof. This is just one more episode that hurts the beautiful Catholic faith.

MRS. MARCUS MCMILLIN

Dallas, Texas

Sirs:

Intelligent Catholics, whose faith has a more substantial foundation than sentimentality and emotional quavers, have recently been disturbed by the furor caused by the Necedah "visionary." The affair has all the earmarks of emanating from the imagination of a publicity-seeking crackpot.

MARIE E. NOYES

Clarkston, Wash.

Sirs:

LIFE's report on Mrs. Fred Van Hoof's vision and the witnessing worshippers struck me as being deprecative. Such references as "The words . . . might have been spoken by anyone . . . in that enormous crowd" carry an overtone of doubt quite unfortunate to religious reporting.

Agreed that no one shared the vision, and agreed that Mrs. Van Hoof spoke unsensational words. Do those facts in themselves deny all possibility that Mrs. Van Hoof *did* actually come under a supernatural experience?

CONTINUED ON PAGE 10

IN SHAVING which are you?

Radical ☐

Conservative ☐



Radical ☒

Here is the first really radical change in safety razor design in 40 years—the Enders Speed Shaver. It's lightning fast, feather light, for speed with real shaving comfort. Shaves without pressure, with finger-tip control. Easily reaches the hard-to-get-at spots around chin, ears, nose. Enders is the *only genuine one piece* razor—simplest of all. Just click the keen Enders Blade in or out instantly like magic. Nothing to twist or unscrew. Can't clog. Easiest to clean. Never before so many convenience, speed and comfort features packed into one razor. Enders is radically different—the last word in modern shaving.

Introductory Offer

Enders Speed Shaver with 5 blades—49¢
If your drugstore doesn't have it, order direct.

Conservative ☒

To men who don't need to save split seconds, the famous Durham Duplex offers luxurious, leisurely shaving. For extra tough beards, the Durham Duplex has all the advantages of the finest straight razor, plus complete protection—because of the safety guard. You shave with the same efficient diagonal stroke as used by master barbers. Durham Duplex Blades are double-edge, double-thick, hollow-ground—the world's finest since 1908. After 40 years it is still tops with millions.



Special Offer

Durham Duplex Razor with 5 Blades—69¢
If your drugstore doesn't have it, order direct.

BLADES ON SALE AT ALL GOOD DRUG STORES

Send no money to try either razor.

Offer good in U.S. only.

DURHAM-ENDERS RAZOR CORP., Mystic, Conn.

Please ship and bill me for:

.....Enders Speed Shaver (s) @ 49¢ ea.

.....Durham Duplex Razor (s) @ 69¢ ea.

Print Name.....

Address.....



AC Dealers are now displaying this colorful hunting poster.

A Little Something EXTRA

CORALOX is AC's patented spark plug Insulator. It gives you that "something extra" which is always vital to outstanding performance.

CORALOX gives you many extras. It has 4 times greater heat conductivity—10 times greater electrical resistance at high temperatures—is 3 times stronger—than the best insulator material in use before.

What do these extras mean in terms of service to you? Easier starting—better idling—no misfiring under heavy loads—no failure due to heat shock—little or no accumulation of combustion deposits.

For better year-round performance in your car, truck or tractor, use AC Spark Plugs with the remarkable, patented **CORALOX** Insulator.

AC SPARK PLUG DIVISION • GENERAL MOTORS CORPORATION • FLINT 2, MICHIGAN

new featherweight hearing-aid batteries...



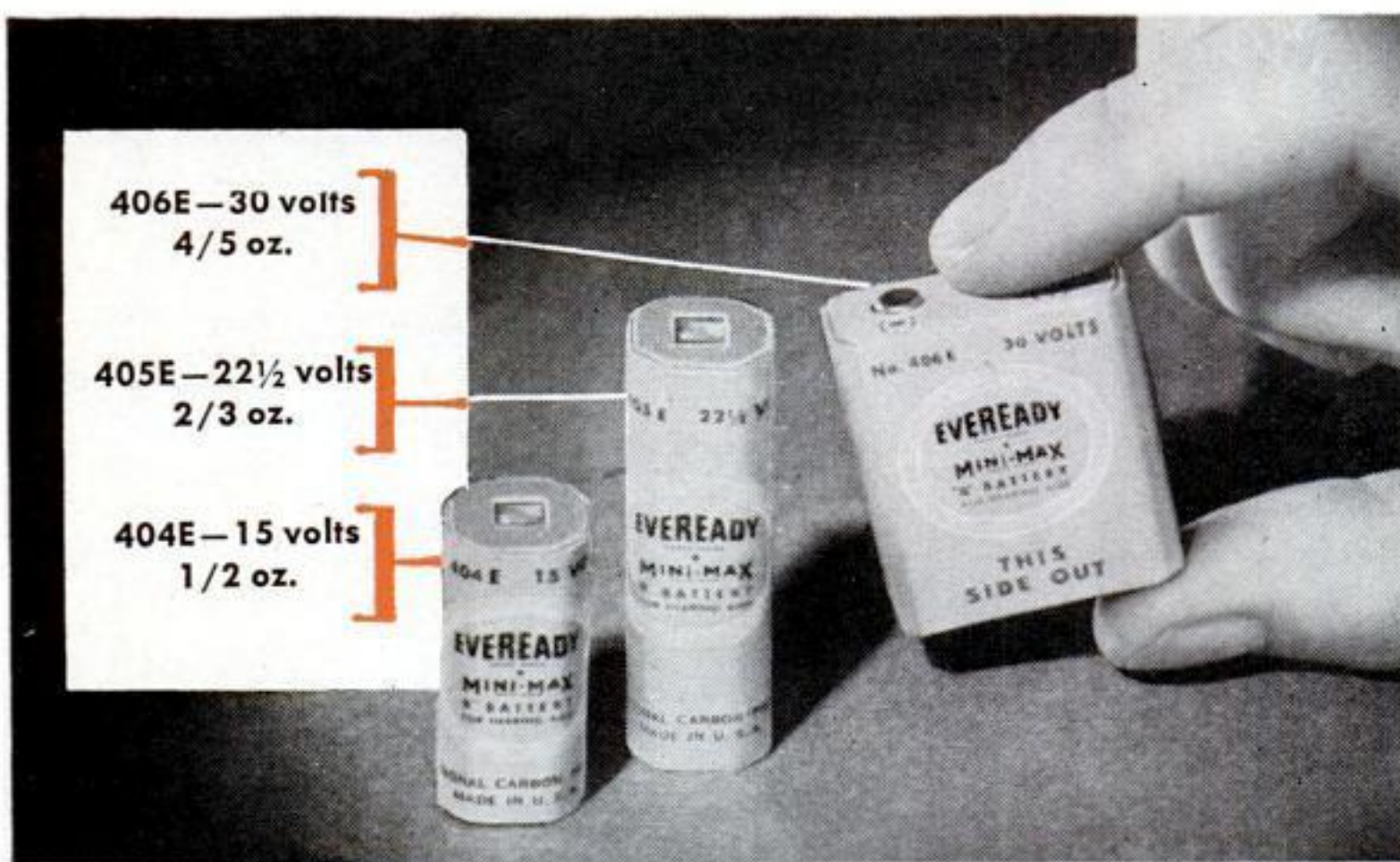
Tiny, new batteries power tiny, new instruments!



New hearing comfort and efficiency—

- The newest hearing aids—tiny, compact miracles of sound—will give you unbelievable hearing-aid performance... a true tribute to American precision engineering!

For these tiny, new hearing aids, three amazing new "Eveready" "B" batteries have been developed. They're the latest, the smallest of the famous "Eveready" "Mini-Max" batteries! Lightweight and powerful, these sub-miniature batteries mean better hearing—longer—with wonderful comfort!



406E—30 volts
4/5 oz.

405E—22½ volts
2/3 oz.

404E—15 volts
1/2 oz.

SEE THESE TINY, NEW

"EVEREADY"

HEARING-AID "B" BATTERIES

AT YOUR DEALER'S TODAY!

The registered trade-marks "Eveready" and "Mini-Max" distinguish products of NATIONAL CARBON DIVISION, Union Carbide and Carbon Corporation, 30 East 42nd Street, New York 17, N. Y.

LETTERS TO THE EDITORS

CONTINUED

I am not interested in defending Mrs. Van Hoof or the verity of her particular experience (I am a Lutheran pastor, without opportunity to dispute the judgment of Mrs. Van Hoof's own church). But I am intent on maintaining that thin but precise line which God Himself has drawn in the Bible between divine and human: "My ways are not your ways. . . ."

WALTER RIESS

Detroit, Mich.

Sirs:

You mentioned that "Rosaries were sold on stands set up at farm and blessed by Mrs. Van Hoof."

Mrs. Van Hoof has no authority to bless rosaries. This power belongs to the Catholic clergy alone and was given to them by Jesus Christ when he granted the Keys of the Kingdom of Heaven to St. Peter, the other Apostles and their successors.

DOROTHY MARY NEWSOM

Sumter, S.C.

- LIFE was not completely accurate. Mrs. Van Hoof did not formally "bless" the rosaries but simply touched them to her crucifix which, she said, the Virgin had touched.—ED.

Sirs:

My sincerest hope is that 80,000 so-called "level-headed citizens" learned a real lesson from the very profound revelation of Mrs. Van Hoof's Virgin Mary. Perhaps the time these "level-headed citizens" spent visiting a Wisconsin farm woman's dreamland could have been more profitably used in actual Christian service.

KENNETH DIPPEL

Hillsboro, Texas

BABE RUTH MOVIE

Sirs:

It might be of interest to LIFE readers to know that the old Babe Ruth movie, *Headin' Home*, from which you showed many scenes in last week's issue (Speaking of Pictures, LIFE, Aug. 28), was for the most part made in Haverstraw, N.Y. The local high school now stands on the former ball field and from time to time many of the oldsters will recall Ruth's visits and how he poked the ball over the tops of the homes located around the outfield. You can see that Ruth still has his heavy make-up on.

JACK COURTNEY

Haverstraw, N.Y.



BABE IN HAVERSTRAW

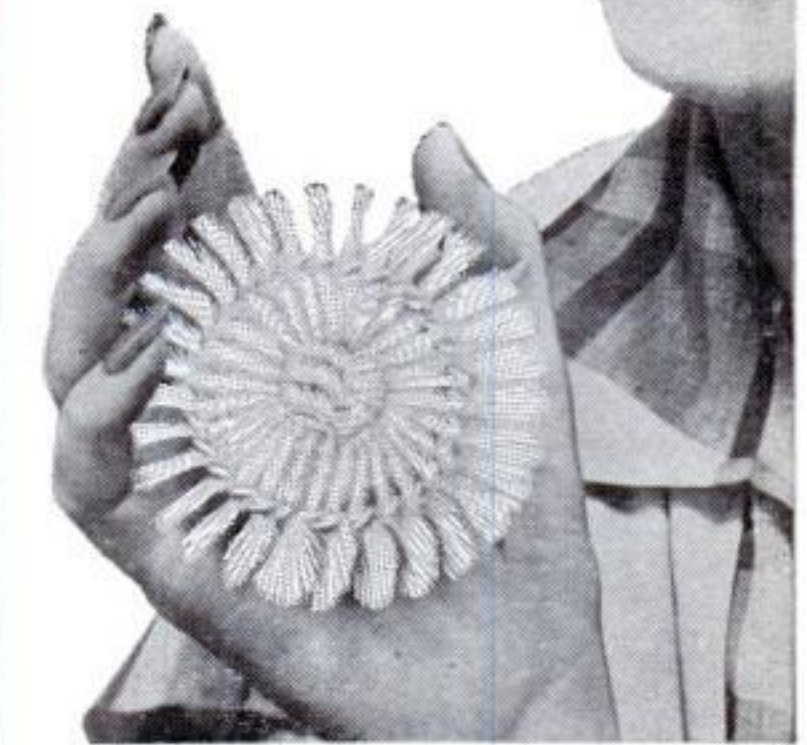
NONSENSE SONG

Sirs:

Another song of nonsense to add to those cited in your editorial (LIFE,

CONTINUED ON PAGE 12

So many uses for this brush!



BRISTLED WITH

NYLON

This handy helper fits right in the palm of your hand and can clean thoroughly, wet or dry. After any job, you can wash it clean in a jiffy, because long-lasting nylon bristles will not absorb grease or dirt. Here are four ways to use this brush. You'll find many more.



Gently scrubs grimy elbows and knees. Nylon bristles are grand for shampooing youngsters' and Dad's hair.



Resilient nylon bristles stay resilient. They remove lint and dust from hats and clothing with a flick of the wrist.



In the kitchen, sturdy nylon bristles dig out grease from pots and pans. Then you can rinse the brush clean and grease-free again.



Clean and odorless nylon bristles are perfect for whisking dust from your delicate lampshades and upholstery without scratching.

Whenever you buy any brush, ask for one with nylon bristles because . . .

The best brushes have
**DU PONT NYLON
BRISTLES**



Better Things for Better Living . . . through Chemistry



... an Adult picture ...

no way out

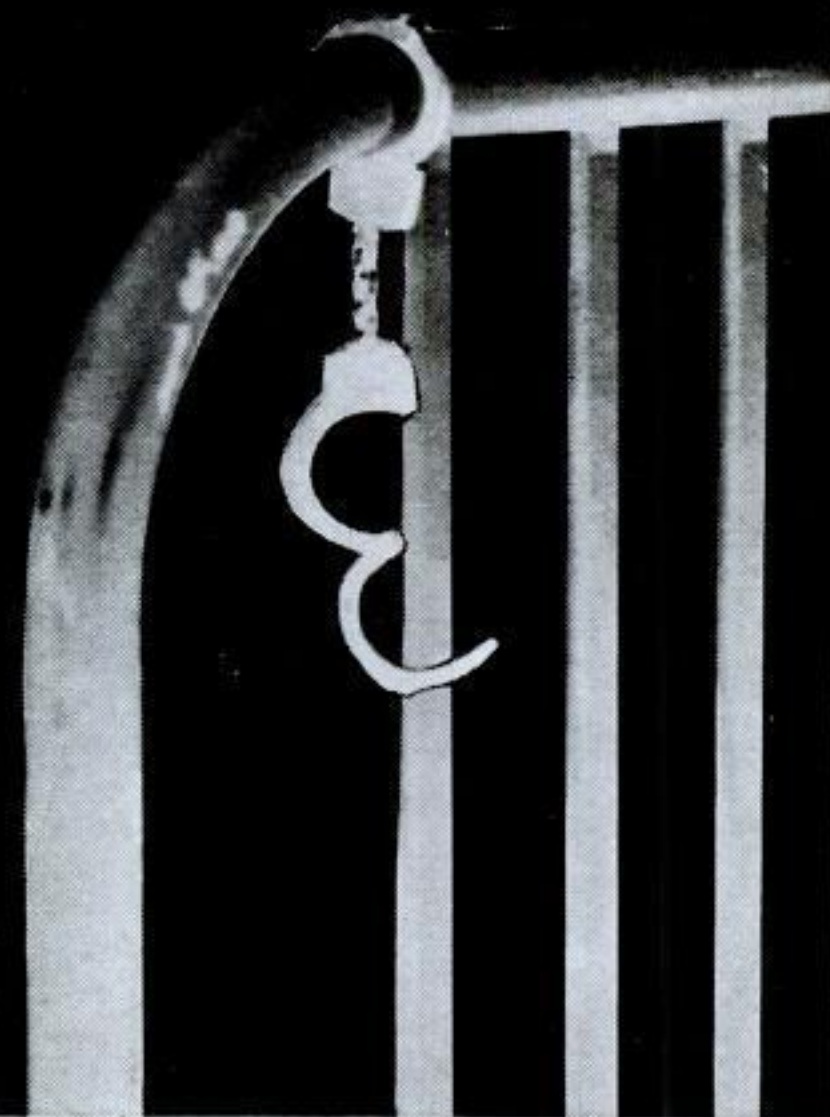


... A great courageous theme

... seven new conceptions
of dramatic portrayal
which reach new heights
of screen dynamics

an ENTERTAINMENT that challenges
your own ability to experience
the emotions of others

a Twentieth Century-Fox picture



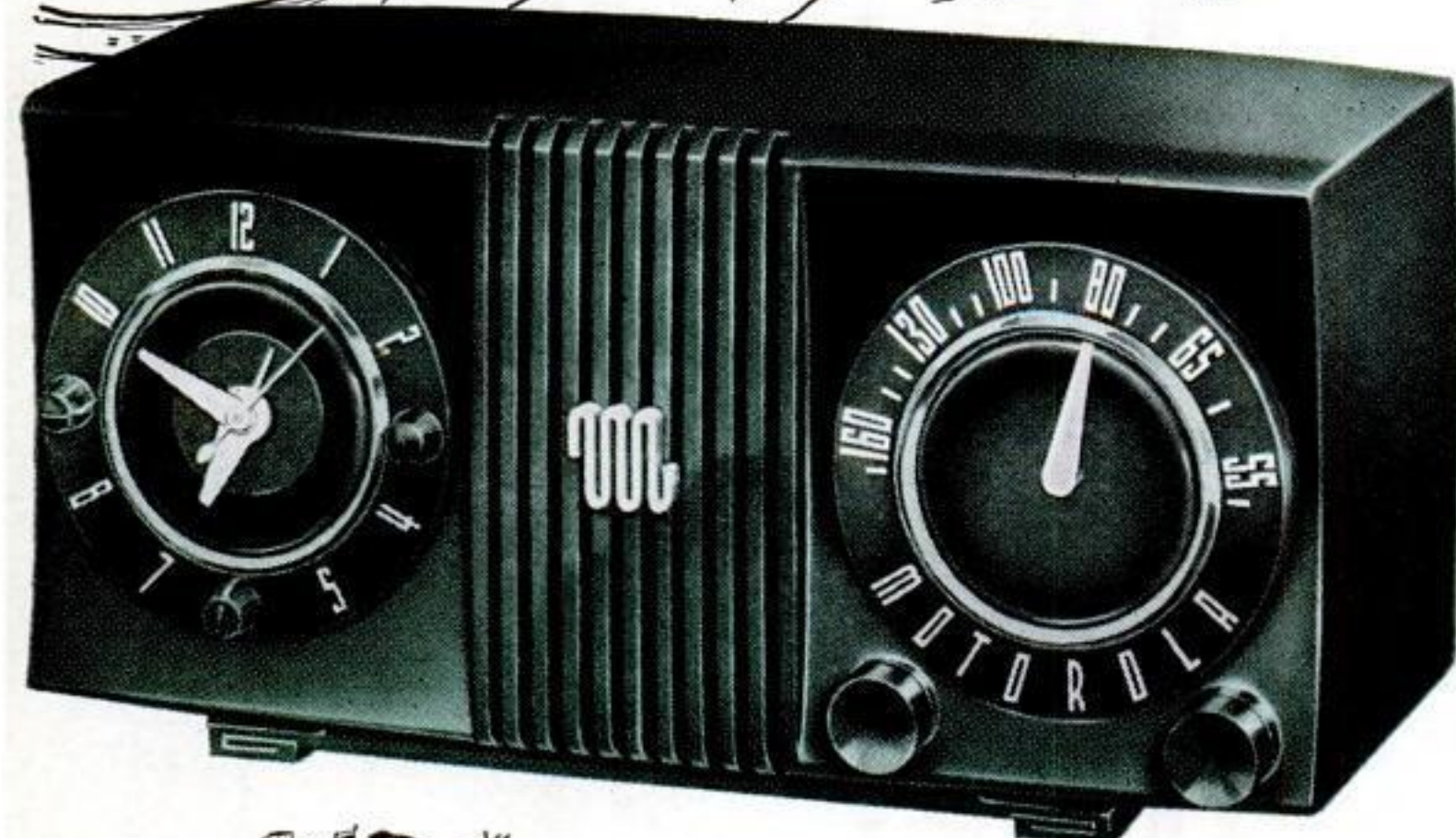
Darryl F. Zanuck presents RICHARD WIDMARK • LINDA DARNELL • STEPHEN McNALLY in **NO WAY OUT**
with Sidney Poitier • Mildred Joanne Smith • Harry Bellaver • Stanley Ridges • Dots Johnson

Produced by DARRYL F. ZANUCK • Directed by JOSEPH L. MANKIEWICZ • Written by Joseph L. Mankiewicz and Lesser Samuels

NEW Motorola

Radio-Larm

CLOCK RADIO



Wake up to Music
Radio automatically turns on at any pre-set time.



Go to Sleep to Music
Radio automatically turns off at any time up to 60 minutes after you retire.



An Automatic Servant*
Turns coffee maker, toaster, appliances, lights on and off automatically.

"LET MUSIC WAKE YOU UP"

In the morning, it wakes you gently with music or your favorite radio program. At night, it soothes you to sleep. Turns electric appliances on, off for you. Just set the Radio-Larm for any time, any purpose. "Sleepyhead" Buzzer can be set for 10 minutes after musical alarm. Famous Golden-Voice Motorola radio and precision electric clock, in ultra-smart Bakelite cabinet. Forest green, walnut or ivory. See it today!

DOZENS OF HOME, GIFT USES

Uses galore! Starts your coffee...tells you exact time...turns on your favorite radio show...reminds you of appointments...turns lights on and off...sings you to sleep. All automatic, all-purpose...ready to serve and entertain day and night. Several gifts in one, at a price that makes it the greatest gift "buy" of its kind.

as low as **\$29⁹⁵**

*Models with appliance outlet slightly higher

Motorola TV and Radio

Fashion Academy Award Winner

Prices and specifications subject to change without notice—Slightly higher in south and west

LETTERS TO THE EDITORS

CONTINUED

Aug. 28). Just to let the Russians know how bad off we are:

I've Got Plenty of Nuttin'.

HARRY STEDFIELD

Pasadena, Calif.

BABY GORILLA

Sirs:

I thought you'd like to see Goliath, the baby gorilla who appeared in LIFE two months ago ("A New Batch of Baby Gorillas," LIFE, June 26), as she looks now in her new home with Noell's Ark Gorilla Show in Bedford, Va.

MRS. ROBERT NOELL

Bedford, Va.



GOLIATH

B-29s IN KOREA RAID

Sirs:

In your story "The Wild Blue Yonder Boys" (LIFE, Aug. 28) I find a state-

CONTINUED ON PAGE 14

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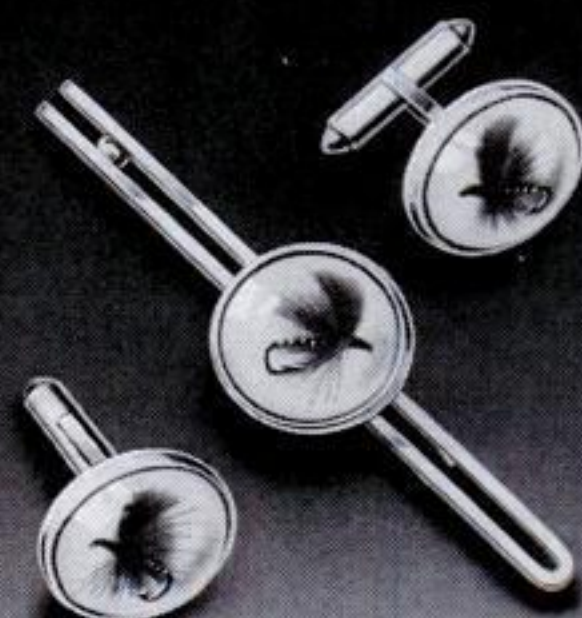
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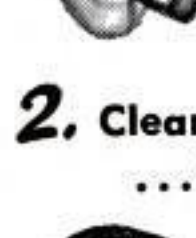
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Reader's Digest reports...

YOUR TOOTHBRUSH ALONE CAN REDUCE DENTAL DECAY 50% TO 60%

Here is the simple 2-step method recommended



1 Brush your teeth every morning and evening, as you probably now do. Then, brush them again immediately after every meal, using plain water if a dentifrice is not handy.



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CLEANS INSIDE...OUTSIDE...IN BETWEEN

Reporting on the most extensive experiment in dental history, the Reader's Digest points out how tooth decay and dental bills can be greatly lessened. **It's the brushing that's important**—it's the *toothbrush* that does the job.

That's why it's vital you use the *finest* toothbrush money can buy—a Dr. West's Miracle-Tuft.

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today!



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LETTERS TO THE EDITORS

CONTINUED

ment which I have excellent reason to doubt. It is asserted that "Not since the invasion of Normandy had big bombers . . . dropped such a huge concentration of explosives in close tactical support of infantry."

I'll concede that the B-17 and the B-24 do not equal the Superforts in size or in bomb-carrying capacity, but for three days in April 1945 the 15th Air Force, in support of the ground forces, really plastered the area before Bologna in a mission very similar to this Korean job.

1ST LIEUT. DAVID W. RUDOLPH
McChord Air Force Base
Tacoma, Wash.

● The total tonnage was greater at Bologna, but since the raids took three days as against one in Korea and were spread over a larger area, the concentration was not so great.—ED.

GAMBLE IN INDO-CHINA

Sirs:

Are your wires switched in the current article "The Gamble in Indo-China" (LIFE, Aug. 28) by Andre Laguerre? In discussing the game of *Tai-Xieu* you translate *Xieu* as "big." I think *Tai* means "big" and *Xieu* means "small."

T. BOWYER CAMPBELL
Bedford, Va.

● LIFE's translator got twisted. Mr. Campbell is right.—ED.

SERVICEMEN'S SUBSCRIPTIONS

Sirs:

During World War II, I recall getting LIFE at a servicemen's rate. LIFE has been doing a good job of reporting the Korean war, and I want to subscribe again. Do you have any special deals for servicemen this time around?

LIEUT. LAWRENCE J. CONNORS
Military Air Transport Service
Westover Field, Mass.

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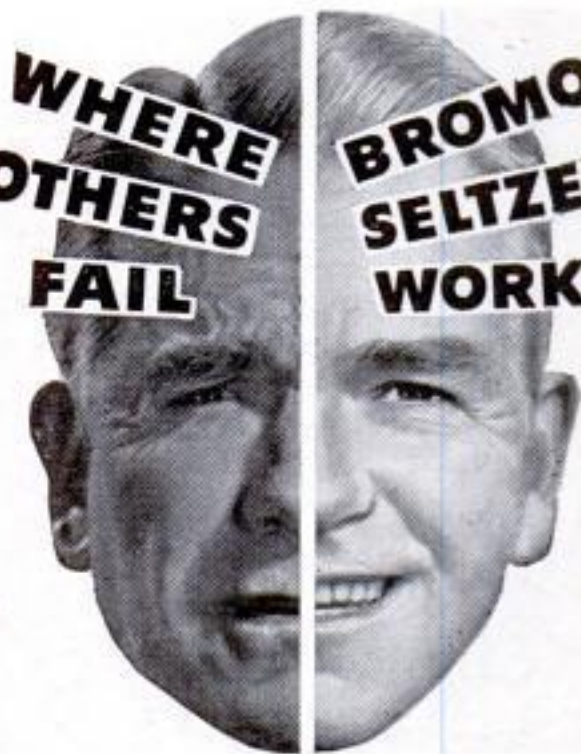
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WORKS



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Quick! Pleasant! Bromo-Seltzer effervesces with split-second action, ready to go to work at once. And it is so refreshing! You must be satisfied or your money back! Caution: Use only as directed.

Get Bromo-Seltzer at your drug store fountain or counter today. It's a product of the Emerson Drug Co. since 1887.



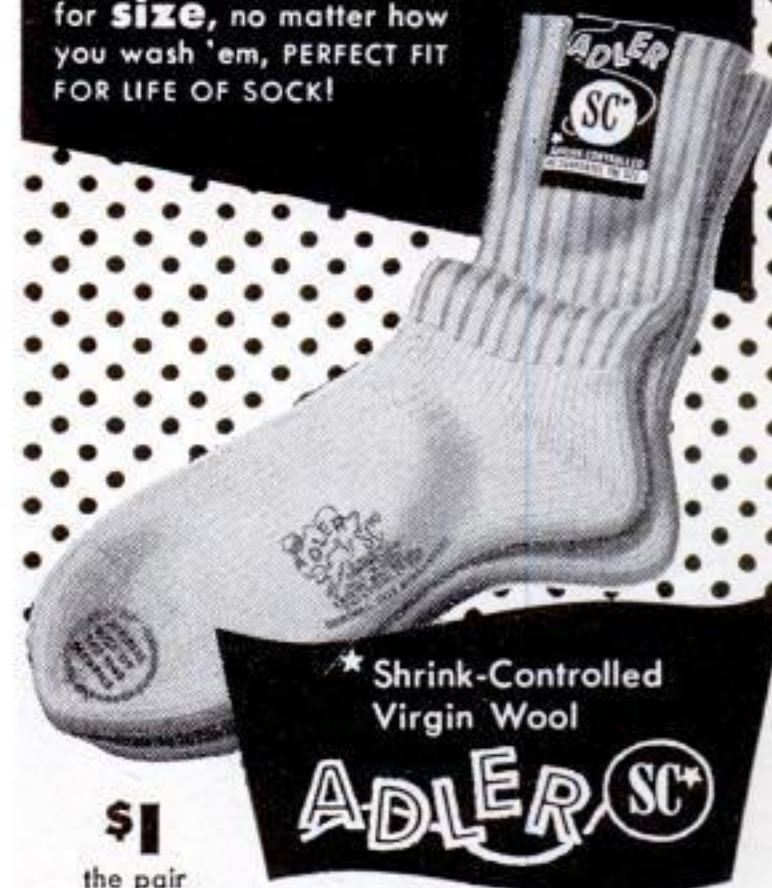
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Official sock of the Olympics; for sport-casual wear; nylon reinforced heel and toe. Pure Olympic White and 6 colors, sizes 9 through 13.

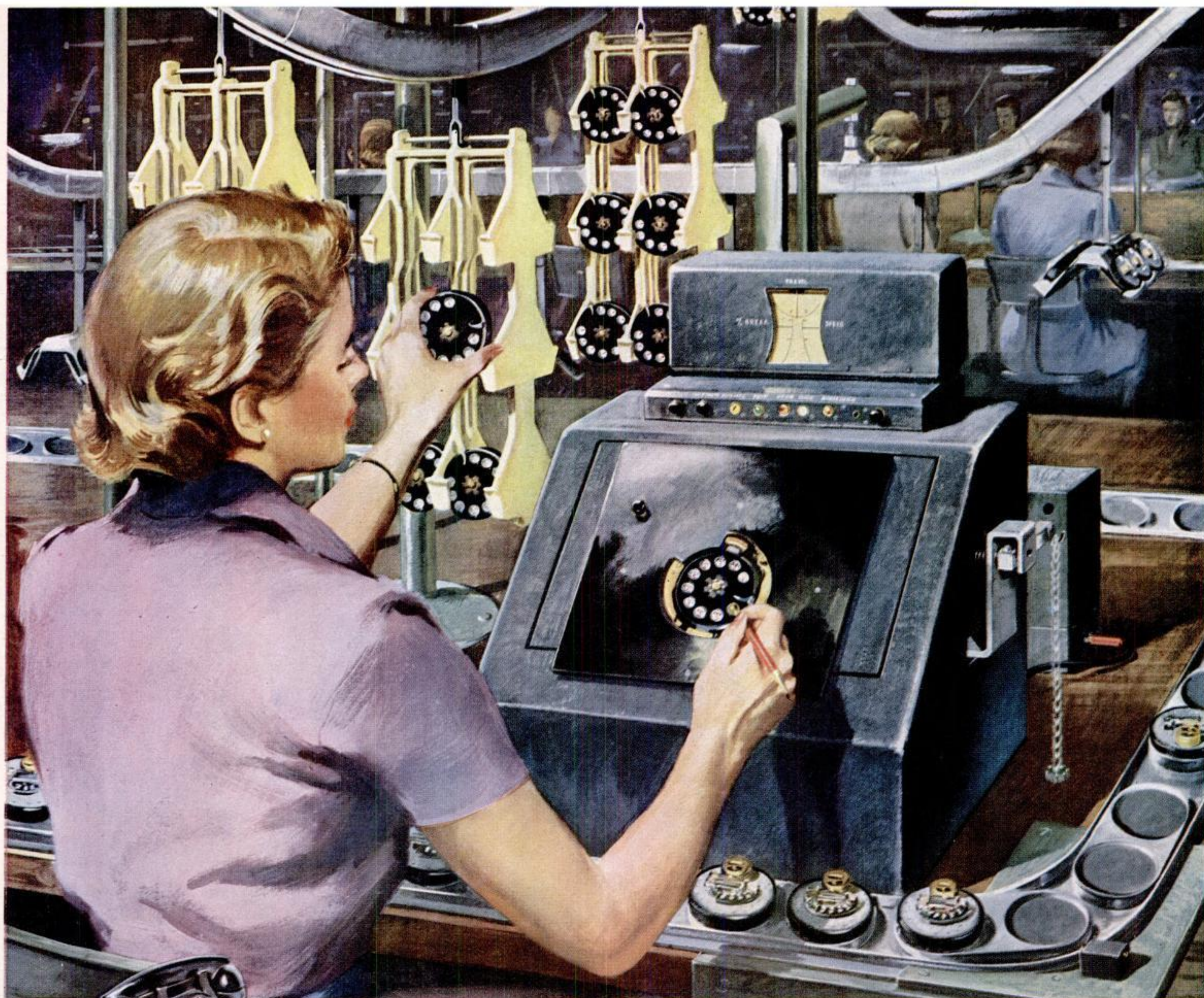
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Mechanical Pencil

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Everybody wants one. Precision-made, complete with clip, eraser, extra leads. Send today to PLANTERS PEANUTS, Dept. L6, Wilkes-Barre, Pa.



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GETTING the telephone number you want simply by twirling a dial is such a familiar miracle that you take it for granted. But we don't!

For example, this girl on a Western Electric assembly line is giving the final test that makes every dial prove it is fit to help get right numbers year after year. So, too, with telephones, central office equipment, cables—all must

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● Western Electric is a part of the Bell System—has been for 68 years. So, naturally, our people who *make* telephone equipment have the same goal as Bell Laboratories people who *design* it and telephone people who *operate* it. That goal is clear, fast, dependable service for you—at low cost.

Western Electric



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LOWEST PRICES! More and more grocers today are featuring Gaines in a full range of package sizes—including extra-thrifty 25 and 50-pound bags. And regardless of the size you prefer, you'll find that no one sells top-quality dog foods like Gaines for less than your local grocery stores.

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"Nourishes Every Inch of Your Dog"

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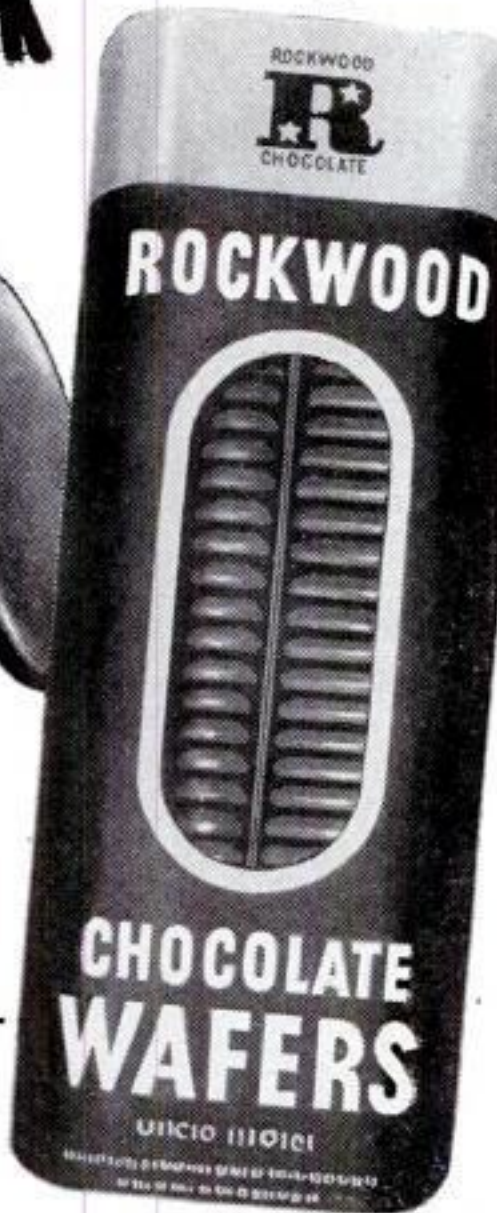
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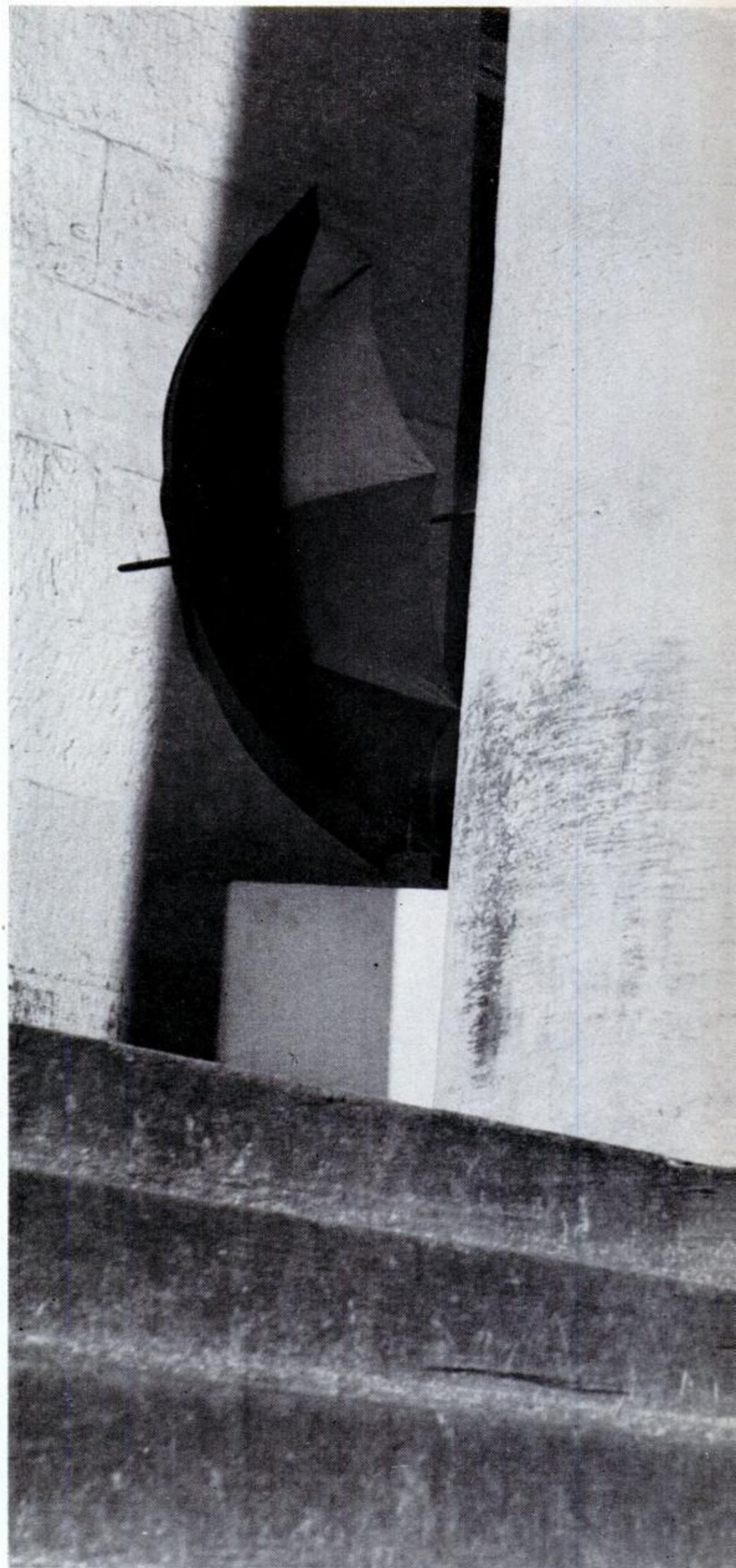
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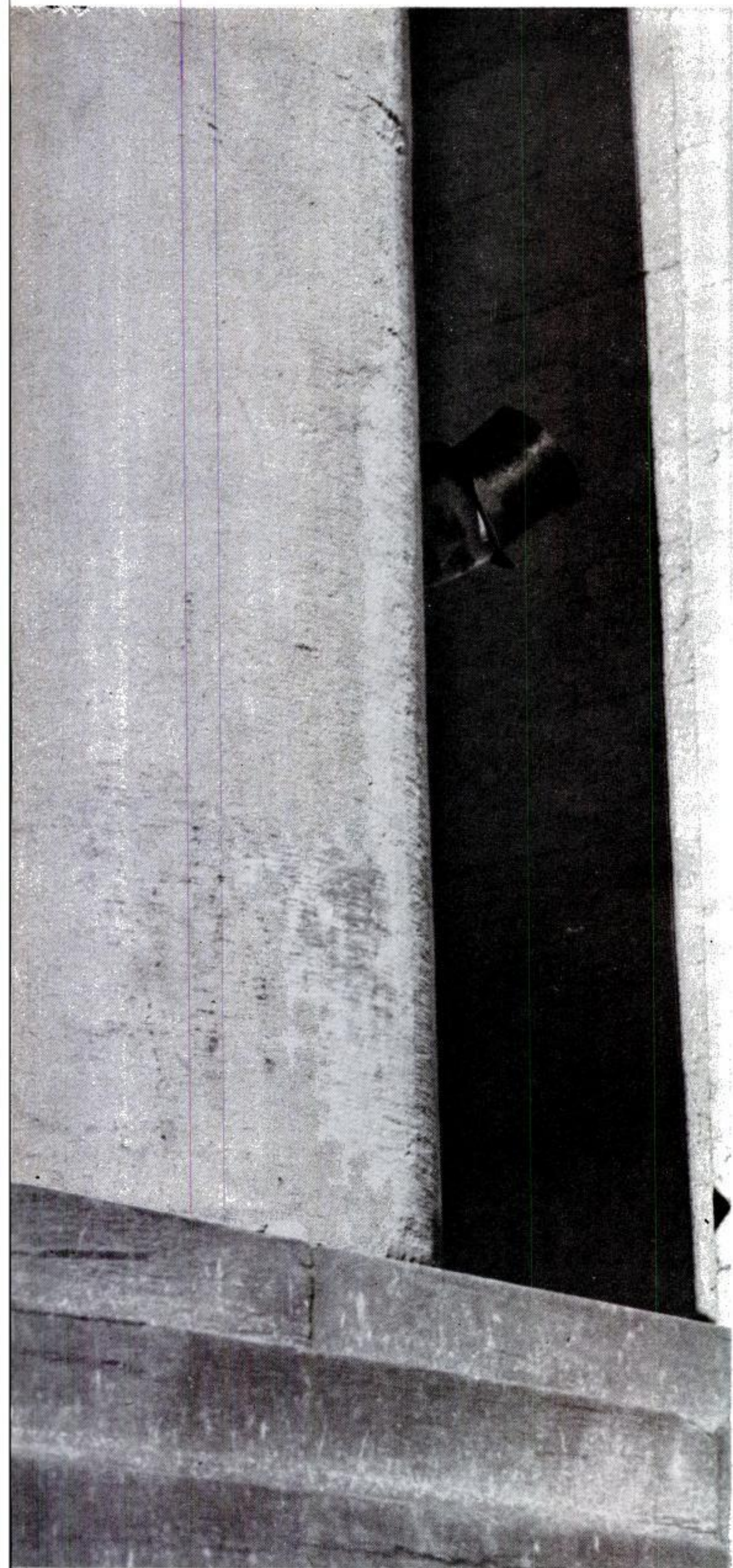
"HE ESCAPES FROM THE WORLD, FEELS AT PEACE IN HIS BOX"



"THE HAT, PILLAR AND UMBRELLA SHOW HOW FLEXIBLE HE IS"

SPEAKING OF PICTURES...

... These aim at art, achieve looniness



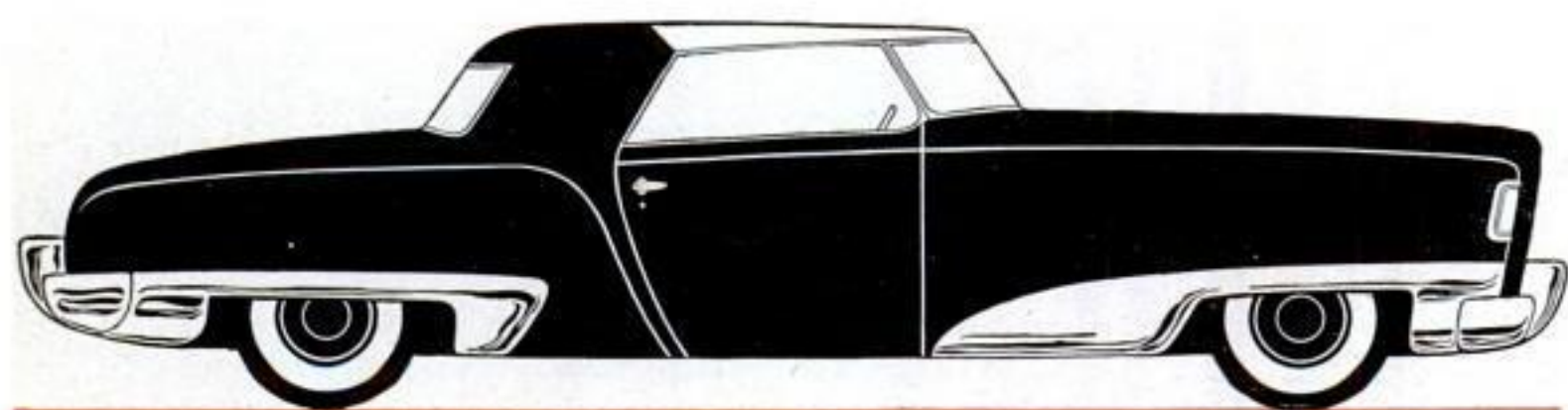
"HE RINGS DOORBELL, OFFERING TO MEET SOME OTHER PEOPLE"



"GETTING NO ANSWER TO RING, HE IS DISGUSTED WITH MAN"

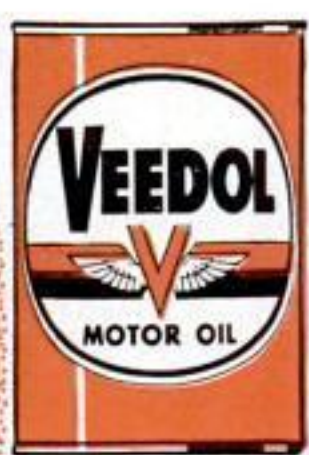
"HE DOES AS HE PLEASURES AND THINKS IT'S ENTIRELY NORMAL"

These photographs are the work of 23-year-old Marvin Goldman, who insists they are high art, not low comedy, but he has had a hard time persuading anybody to take them seriously. Believing photography should deal "with black and white contrasts and interesting shapes," Goldman enlisted a hapless fellow student at the Philadelphia Museum School of Art to prove his theory. At first the model thought the project insane, but Goldman told him that it would be a release for his inhibitions. To Goldman—as his own captions show—these pictures represent the rugged individualist who scoffs at convention. The real individualist is Goldman who, whatever his intent, has captured a fine feeling of inspired looniness.



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Wherever Fine Cars
Travel**



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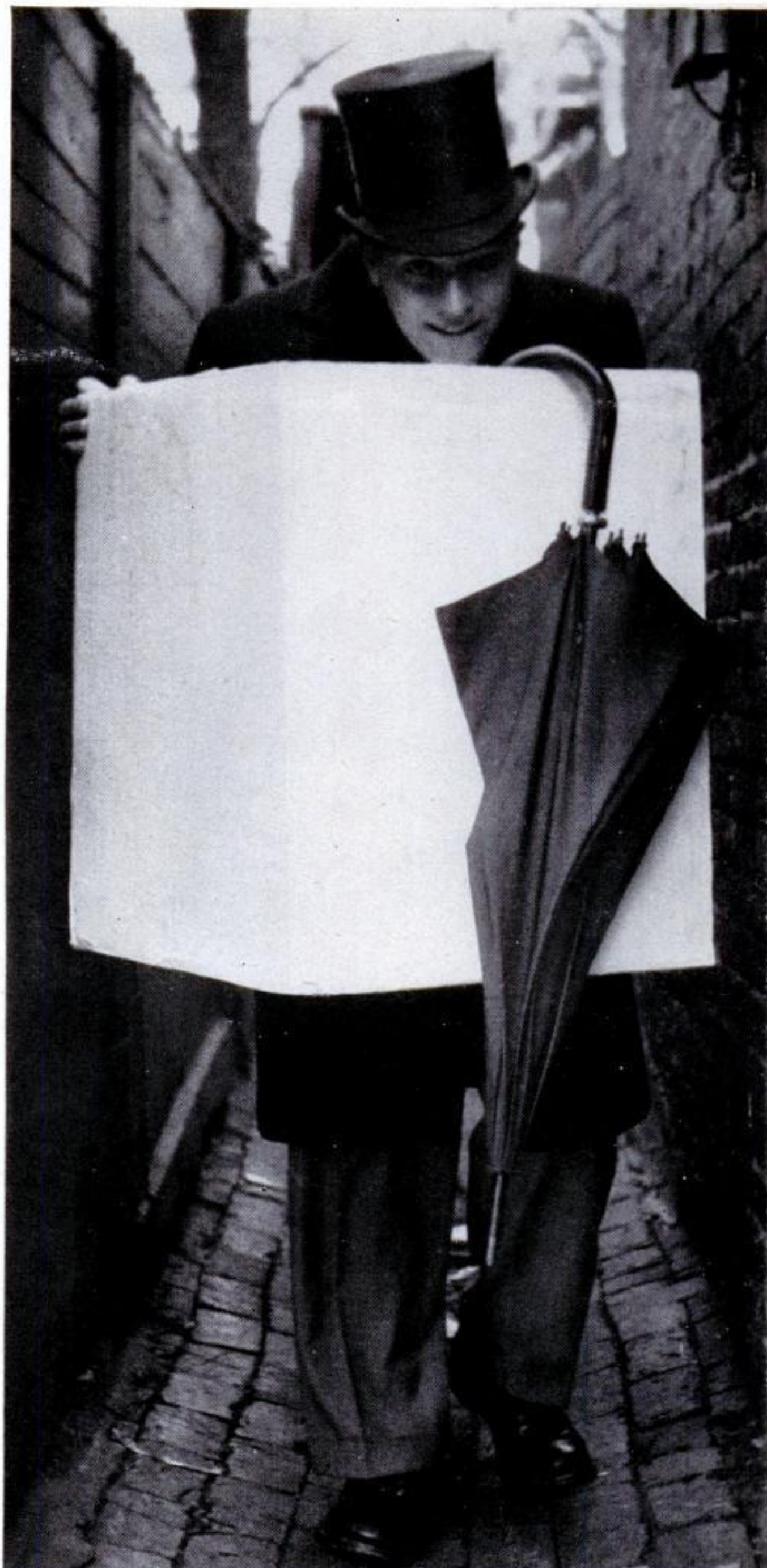
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ART AND LOONINESS CONTINUED



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"HE GETS IN BOX, KNOWS SOMEONE WILL THINK HIM CRAZY"

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CORN

SOYA

SO YUM

YUM

YUM



*The great new protein cereal
that helps you have*

a fine body!

**ENJOY KELLOGG'S CORN-SOYA
THE NEW TOASTY-TASTING CEREAL
WITH THE HIGH PROTEIN FACTOR**

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It's true. It's happened. It's here. Kellogg's Corn-Soya. Here in these toasty, tasty shreds is the makin's of fine firm flesh . . . good solid muscle . . . growth and strength and life itself.

This is a cereal that satisfies your *basic* hunger—the hunger for protein. Protein that grownups must have to keep fit and youngsters must have to keep growing. Kellogg's Corn-Soya provides complete, high-quality protein, when served with milk. Protein that has what it takes to build a fine body. B vitamins, iron and energy value, too. That's what you get in Corn-Soya, the cereal with "muscles."



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take home SEALTEST
Vanilla Fudge Royale
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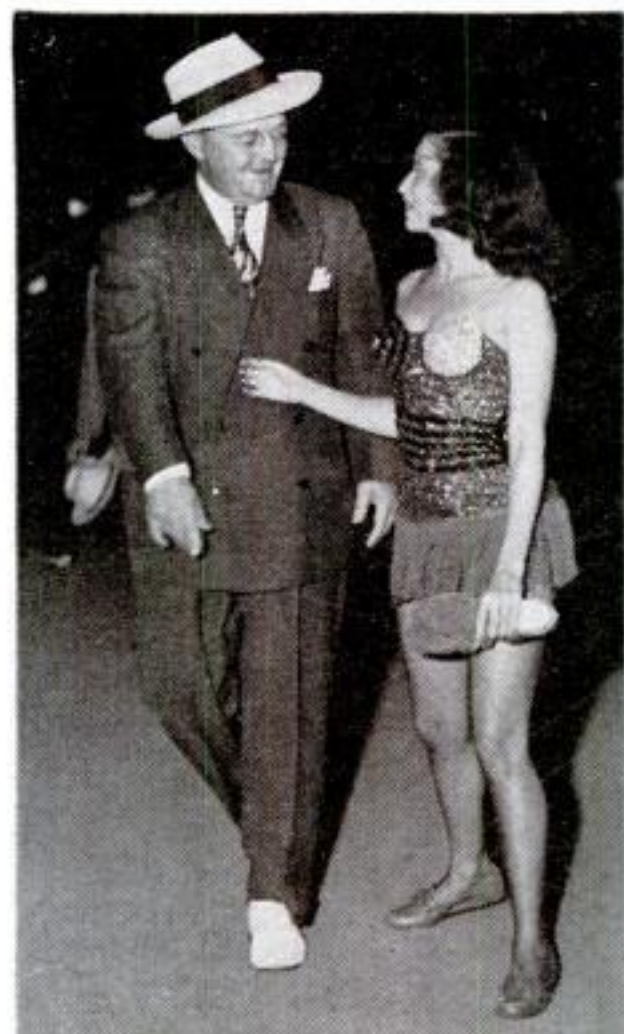
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LIFE'S REPORTS



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"YAHOO HADACOL!"

**A monster medicine show
marches through Georgia**

by **RON RAYNOLDS**
and **T. GEORGE HARRIS**

ATLANTA
Georgia hadn't seen a show like this since the time the state had two governors. The greatest medicine show on earth was coming to town, and the Atlantans were ready for it. For the last year they could hardly look down a blind alley without seeing something about a new patent medicine named Hadacol, a murky brown liquid compounded of vitamins and minerals which was advertised as if it were the poor man's wonder drug. More than 4,500 newspapers, mostly in the South, carry Hadacol advertisements; spot announcements are broadcast on 555 radio stations, 1½ million announcements a year; and 1,000 billboards and the backsides of uncounted barns have blossomed with Hadacol ads. But the most eye-catching Hadacol ad of all is the traveling medicine show, billed as a \$250,000 extravaganza complete with Connee Boswell,

CONTINUED ON PAGE 26

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No kitchen should be without an electric clock! It gives you the right time all the time! Keeps your family on schedule. So much for so little—look at these new, low prices!



G-E GOURMET
ONLY
\$6⁵⁰*

THE G-E GOURMET. Women vote this new, sensational kitchen clock America's finest. It's so easy to read from any part of the room... so easy to keep clean! Neatly designed numbers stand out clearly. In red, green, yellow, and white.



G-E PANTRY
ONLY
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THE G-E PANTRY. Sleek design gives tailored, built-in-wall appearance. Gleaming plastic case. Bright, clear numerals make it so easy to tell time from any spot in your kitchen. Available in white, ivory, red, and yellow.

Don't wait another day to brighten your kitchen... to put it on accurate schedule! Remember, General Electric Clocks give you all these advantages:

1. *No winding*—run electrically. 2. *Quiet*—no disturbing ticktock.
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General Electric kitchen, occasional and alarm clocks are so low-priced, you can have one in every room! General Electric Company, Bridgeport 2, Conn.

*Plus applicable taxes. Prices subject to change without notice.

Why wind a clock today? Get a General Electric Clock and forget it!

GENERAL  ELECTRIC

NOW...FROM THE HOME OF AMERICA'S FINEST TOASTER COMES

The KING of



● CAMFIELD presents this never-failing answer to uncertain coffee-making methods. Fully automatic, it brews perfect coffee as strong or mild as you desire and keeps your coffee steaming hot indefinitely.

The Toaster with
Controls at Both Ends



PERFECT FOR GIVING OR GETTING!



Both of these Camfield automatic electric appliances make wonderful gifts. Each has a luxurious mirror-chrome finish that looks at home with costly silver and handsomely reflects

your own fine taste. Precision-manufactured, both will give faithful service for many, many years. The Camfield Automatic Toaster is the one with controls at both ends so that it can be set from either side of the

table to make the kind of toast you like—light, medium or dark. Its many superlative advancements fully justify its reputation as *America's Finest Toaster!* Fully approved and guaranteed.



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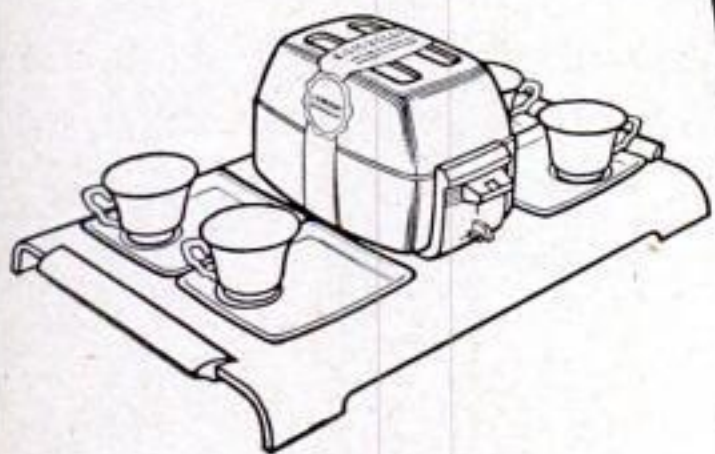
Automatic Coffee Makers

● CAMFIELD invites you to inspect the KING of Automatic Coffee Makers and its beautiful companion appliance, the Camfield Automatic Pop-Up Toaster, at your department store, jeweler's or appliance shop.



Stunning 10-pc. Toastess Set.

Camfield Toaster, four midnight blue cups, four Chinese gold sandwich plates on Beautywood Tablette.



FULLY AUTOMATIC!

All you do is put in coffee and water and set the selector for the kind of coffee you want—mild, medium or strong. Your Camfield does the rest automatically! A light tells you when your coffee is ready, but you can enjoy it any time because it will be kept piping hot indefinitely.

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It winds itself!

It shrugs off shock

and works under water!

It's the handsome, carefree

GYROMATIC*

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Water resistant. Shock protected. Gold filled. 17 jewels—\$65.00 (tax excl.)
Other Gyromatics from \$55.00



GIRARD PERREGAUX

FINE WATCHES SINCE 1791

30 ROCKEFELLER PLAZA, NEW YORK 20 • In Canada: Hamilton, Ontario



MUSICIAN Roy Acuff delighted audience and showgirl more with balancing act than with his playing.

LIFE'S REPORTS CONTINUED

Mickey Rooney and Roy Acuff and his Smoky Mountain Boys. It hit Atlanta, on its tour of 18 Southern cities, Aug. 26. The admission price: one Hadacol box top.

So Atlanta's Ponce de Leon Park was choked with 10,000 Hadacol fans. Youngsters wore Hadacol caps and Hadacol shirts and clutched Captain Hadacol comic books in their hands. The drugstore a block away from the park had run out of the stuff. At the park gates kids were doing a brisk business selling counterfeit box tops.

Down on the field the Hadacol calliope played circus music. "Sharkey and his Dixieland Band" played the Hadacol marching song, then switched to the South's newest song hit, *The Hadacol Boogie*:

"Down in Louisiana in the bright sunshine
They do a little boogiewoogie all the time.

They do the Hadacol Boogie.
A-standing on the corner with my bottle in my hand,
And up stepped a woman, said 'My Hadacol Man.'

She done the Hadacol Boogie.
If your radiator leaks and your motor stands still,
A-give her Hadacol and watch her boogie up the hill.

She'll do the Hadacol Boogie.
The Hadacol Boogie makes you boogie-woogie all the time."

BILL NETTLES-WING MUSIC, CHICAGO.
COPYRIGHT, FEBRUARY 1949

First big event on the program was Roy Acuff's Smoky Mountain Boys, who rendered "You broke my heart when you broke our engagement, now don't you think that's goin' too fer?" Some tired showgirls went through a performance intended to show the change in bathing suit styles since great-grandma's

CONTINUED ON PAGE 28

He scores high ...he's got P.A.*

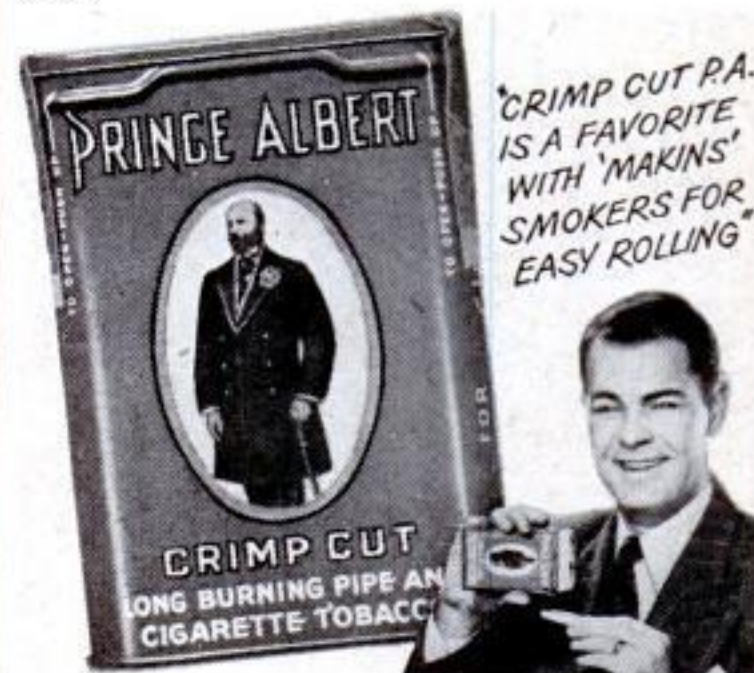


R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

P.A.* means Pipe Appeal and Prince Albert

● Her admiring glance shows he scores high with her. He's got Pipe Appeal! And you can just bet mild, rich-tasting Prince Albert scores high with him. It's America's largest-selling smoking tobacco.

Try P.A.! You'll enjoy the natural fragrance of P.A.'s choice, crimp cut tobacco—specially treated to insure against tongue bite.



The National Joy Smoke

Record-Playing Confusion—a Nuisance of the Past!

New Zenith Cobra-Matic

Plays any speed record now made or yet to come—10 R.P.M. to 85...and...any size record—7, 10 or 12 inch—with two simple controls a child can operate.



Here—at last—is the radio-phonograph you so wisely waited for! With the first and only changer that automatically plays all records of any speed now made or yet to come...from 10 to 85 R.P.M.—7, 10 or 12 inch!

It's all done with two simple controls a child can operate. Just dial one control for record speed...33 $\frac{1}{3}$, 45, 78 or *any other* speed the modern world may dream up, from 10 to 85! Dial the other control for record size. THAT'S ALL THERE IS TO IT! One Super-Cobra Tone Arm plays all records, reproduces tonal beauty like no other method you have ever seen or heard—on a Radionic® Wave. No needles, parts, spindles or weights to change or adjust!

In addition, you enjoy the finest in static-free radio reception with Zenith's Super-Sensitive FM, plus Zenith's famous Long-Distance® AM. Made better than ever in tone by a new speaker 2½ times more sensitive than any Zenith has used before!

Truly, here is an instrument combining the ultimate in musical pleasure from records and radio. You enjoy it supremely confident that you have the last word in tone quality, trouble-free performance and exquisite cabinetry. See your Zenith dealer and see and hear for yourself!

New Zenith "Carleton" Table Radio-Phonograph. "Cobra-Matic" record changer. Long-Distance AM radio. Super-size DialSpeaker permits larger speaker and larger dial. New type continuous tone control. Cabinet of smart, durable leather grained finish, in Mahogany or Blonde color.



Above, New Zenith "Tudor" Console Radio-Phonograph. "Cobra-Matic" record changer. Super-Sensitive FM, Long-Distance AM, Radiorgan® Tone Control. Period cabinet in rich Mahogany veneers.



© 1950

ZENITH
• LONG DISTANCE • RADIO
and TELEVISION





NEW LAW! HIGHER BENEFITS!

Retirement at 65 becomes practicable for millions of family men—if they plan NOW

More people will receive more money under the new Social Security law. Benefit payments are increased 50% to 100%. In addition, about ten million more persons—including self-employed businessmen, salesmen and other groups—are now covered by the law.

Take a look at what these increased benefits may mean to your future financial independence. For example, a 35-year old family man, with two children and an income of \$3,600 a year can receive \$80 a month when he reaches 65. This can be increased 50% to \$120 when his wife is 65. If he should die before 65 his widow may qualify for \$150 a month in benefits as long as her two children are under 18.

A Foundation to Build on

Here then is an excellent foundation on which to build a security program...one which can be made adequate for all your needs by adding a supplementary source of income. But bear in mind it will not be easy to supplement Social Security benefits by working for wages. For no worker can continue after 65 at his regular job and still collect his benefits. A widow, too, disqualifies herself for benefits if she takes a job in "covered em-

ployment" paying more than \$50 a month. In the future most jobs will be "covered."

However, anyone can receive income other than wages in covered employment without impairing his Social Security rights. As millions have already learned, the wise choice for this source of income—which both supplements and insures Social Security benefits—is life insurance. It protects your family, or provides a retirement income for you.

Decide on Your Goals

The Mutual Life's INSURED INCOME shows you how to add to your Social Security benefits to provide the comfortable retirement income you want. You also decide how much total income your family will need, if left without you. The experience of the professionally trained Mutual Life Field Underwriter—an expert in family financial planning—is invaluable in helping you achieve a program of financial independence which suits your particular needs.

Ever since Social Security started in 1937, The Mutual Life has been helping people achieve their security goals economically—by combining Social Security benefits and other assets with life insurance. Let our representative in your area show you how your security goals may now be attainable.

LEARN WHAT THE New Expanded Social Security MEANS TO YOU!

SEND FOR FREE BOOKLET

—which contains specific, detailed information...all you wish to know about Social Security and how it teams with your life insurance. If you are 45 or under, you will be particularly interested in this booklet. Mail the coupon today.

THE MUTUAL LIFE

INSURANCE COMPANY of NEW YORK

1740 BROADWAY AT 55TH STREET • NEW YORK 19, N. Y.

Yes, I want your FREE Booklet on the new Social Security Law. L-69

NAME.....DATE OF BIRTH.....

HOME ADDRESS.....CITY.....

COUNTY.....STATE.....OCCUPATION.....

OFFICES THROUGHOUT THE UNITED STATES AND IN CANADA

LIFE'S REPORTS CONTINUED

day. They were welcomed with shouts of "Yahoo Hadacol!" At intervals during the show a clown galloping around the field yelled, "Is everybody happy?" to be answered—by an audience familiar with the routine—"Naturally! I'm full of Hadacol!"

Then came "Mr. Hadacol," Dudley J. LeBlanc, a Louisiana state senator and the president of the Hadacol Company. In a voice that carried nicely into the suburbs, Mr. LeBlanc talked about the South, barely finished before a downpour came. This dampened the crowd's fervor. Connie Boswell picked the show up for a few minutes, but when Mickey Rooney came on to do an act called "Andy Hardy Drinks Hadacol" the audience started leaving. A bespattered show manager came out on the stage and led Mickey away.

It lasted two hours. After five days of watching the performance a Hadacol executive shook his head and muttered, "LeBlanc's the most fabulous thing since Huey Long. Only Long was trying to make money. LeBlanc is trying to give his away." This does not exactly state the case. Through razzle-dazzle advertising and down-to-dirt showmanship like this, LeBlanc is selling \$20 million worth of his patent medicine a year. Neither a doctor nor a druggist, but a politician, he got into the business after he had made the mistake back in 1932 of running against O. K. Allen, Huey Long's candidate for governor of Louisiana. Long, says LeBlanc, not only beat him at the polls but also ran LeBlanc's insurance business out of the state. For a while LeBlanc tried to sell what he called Happy Day Headache Powders, but they didn't move very well. Then he found out about vitamins. Some vitamin B complex helped him recover from a crippling attack of rheumatism. In the best customer-testimonial manner LeBlanc threw away his cane and started out to bottle the stuff. After studying up on it ("All the books there is"), he dumped vitamins B-1, B-2 and B-6 into a barrel, added some minerals, stirred it with a paddle and slurped samples with an old coffee cup. It made him feel wonderful.

It has been making him feel wonderful ever since. Last March the demand for Hadacol was so great that LeBlanc had to buy the lot next to his barnlike factory in Lafayette, tear down 24 houses and a school so he could build an extension. Until recently he has concentrated his sales in the South where, even though he charges \$1.25 a bottle (\$3.50 for the large economy "jug"),

RELIEVES HEADACHE NEURALGIA NEURITIS PAIN

FAST



Here's Why...

Anacin® is like a doctor's prescription. That is, it contains not one but a combination of medically proved ingredients that are specially compounded to give FAST, LONG LASTING relief. Don't wait. Buy Anacin today.

NEW MINTS Medically Proven Quickly RID STOMACH of GAS

Do you ever suffer stomach gas, heartburn, from acid indigestion? Get amazing new BiSoDoL Mints for fast relief. Safe, gentle. BiSoDoL Mints give longer-lasting relief than baking soda—yes, hours of relief. Refreshing, minty flavor sweetens sour mouth, stomach. So relieve heartburn, upset stomach, from too much food, drink, smoking. Sleep all night long when acid indigestion strikes. Carry new BiSoDoL Mints for fast relief—anywhere, anytime. 10¢. BiSoDoL—Reg. U. S. Pat. Off.

FEED YOUR DOG THE "MILK-BONE WAY"!



MILK-BONE DOG BISCUIT in the morning gives him the *chewing exercise* that helps promote strong teeth and gums. Then serve MILK-BONE TINY-BITS for dinner... *balanced* to suit his nutritional needs—varied to suit his taste with soup or table scraps. MILK-BONE foods are economical because they're *concentrated*... *baked* for easy digestion, sealed in cartons to keep fresh! Start feeding the "MILK-BONE WAY"!

MILK-BONE DOG BISCUIT AND TINY-BITS contain nutrients your dog needs: Vitamins A, B₁, B₂, D, and E... Meat Meal... Fish Liver Oil... Whole Wheat Flour... Minerals... Milk.



NATIONAL BISCUIT COMPANY

CONTINUED ON PAGE 31

Chorus: "Everything's packed with Something!"

*Maine is packed with potatoes
Kansas is packed with wheat
Maryland's packed with tomatoes
Texas is packed with meat!*

*Georgia is packed with peaches
Washington's packed with pines
Florida's packed with beaches
Colorado is packed with mines!*

CHORUS (*fortissimo*)

*Everything's packed with something
And here's something else
that's true—*

*Plymouth is packed with value
And ready to prove it to you!*

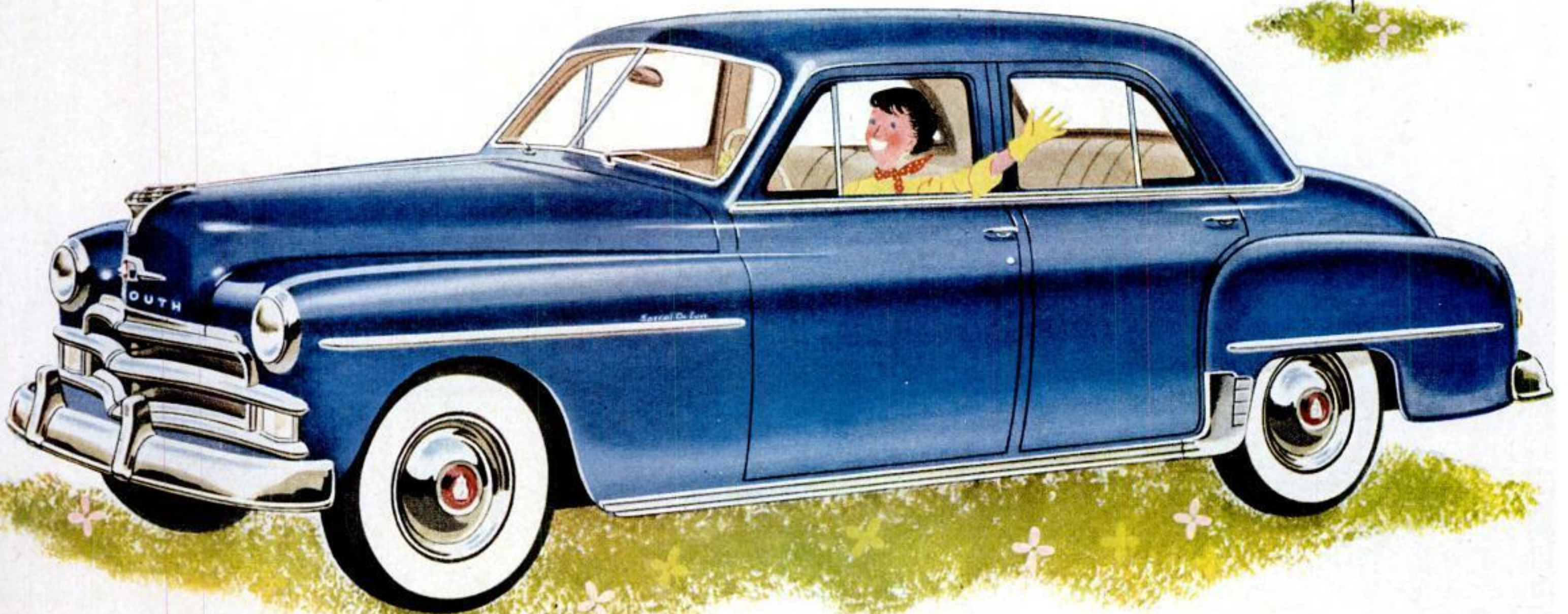


Plymouth Packed with value and ready to prove it

P.S. The 48 states are packed with lots of other things, too, but there isn't room (or rhyme) to fit them in. But there *is* room to tell you that Plymouth is packed with value! The convenience of Ignition Key Starting . . . the positive protection of Safety-Rim Wheels . . . the comfort of Air Pillow Ride . . . these are just a small sample of what this great car offers you. See your nearby Plymouth dealer now. He'll be glad to arrange a demonstration drive.

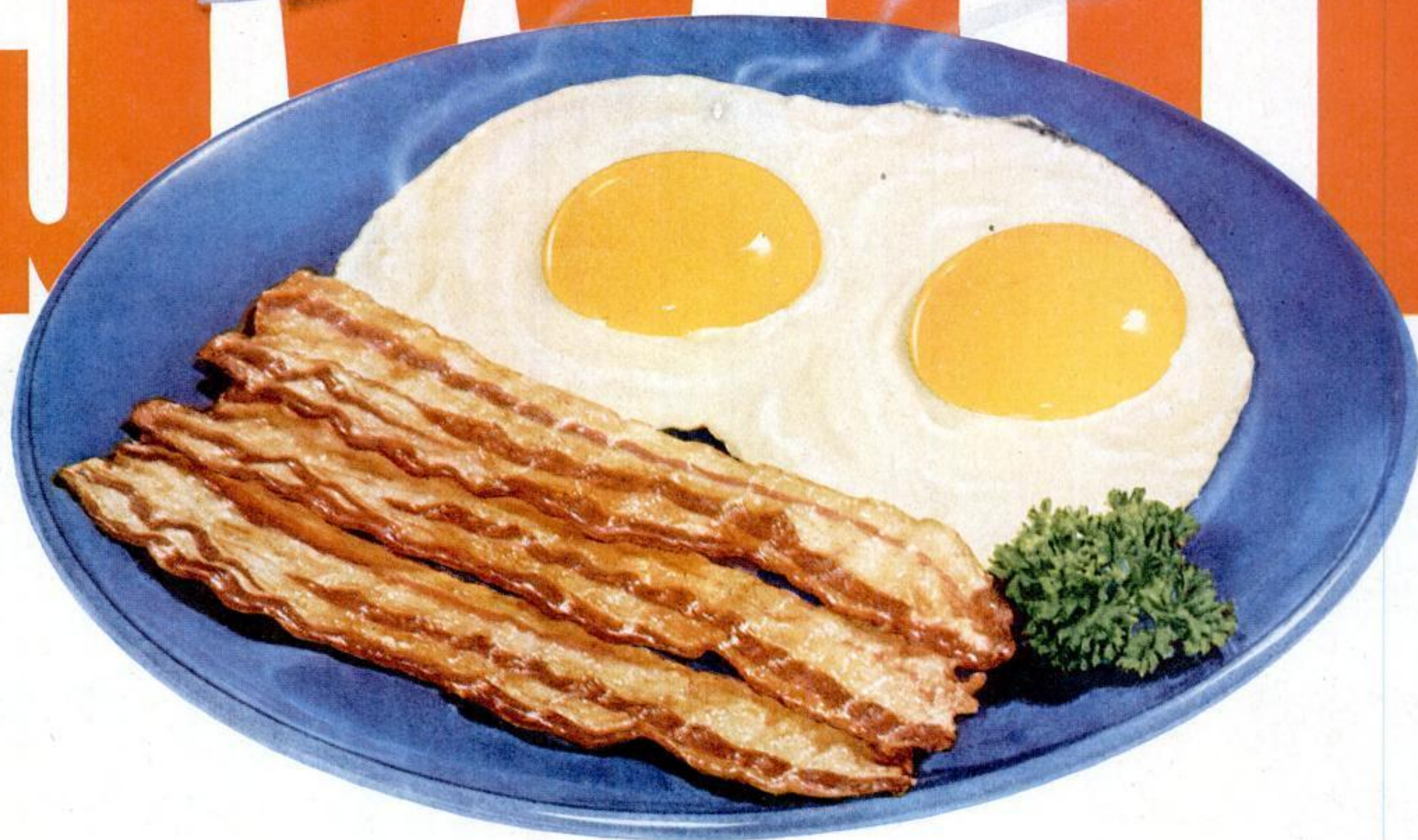
PLYMOUTH Division of CHRYSLER CORPORATION, Detroit 31, Michigan

PLYMOUTH
BUILDS GREAT CARS



Swift

YOURS FOR BRIGHTER BREAKFASTS



Makes your breakfast extra special!

Swift's Premium Bacon—America's favorite because it's so downright delectable. Sugar cured Swift's special way and oven-smoked over fragrant hardwood fires, it's the bacon with the wonderful *Sweet Smoked Taste*. Serve it crisp, brown and fragrant . . . you'll see why it's the best liked bacon of all. Yes, it's *extra* special. Take home a pound today to go with . . .

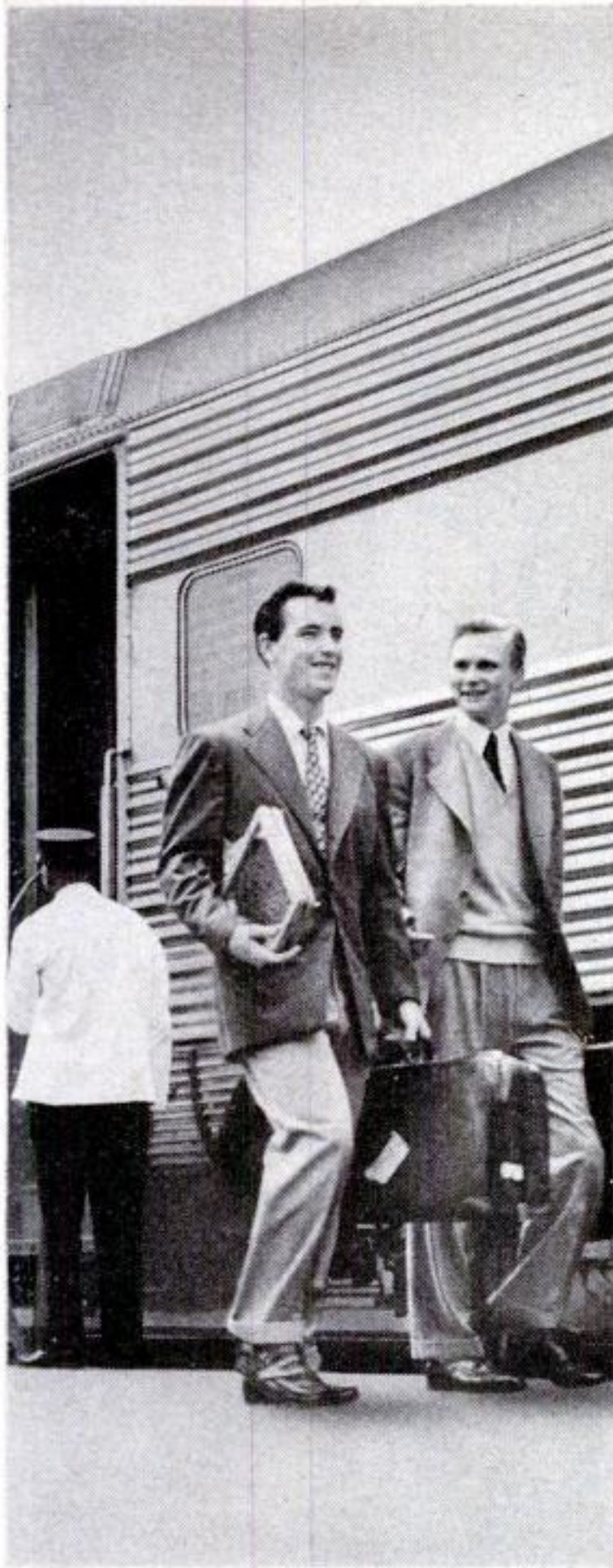
Swift's Brookfield Eggs—the eggs of saucer-test quality. The white stays firm—the rounded yolk stands high and stays that way. Delicious—and so delicate in flavor. Every one a perfect match for its neighbor. They're *extra* special, at your favorite store. Bacon 'n' Eggs—by *Swift*—for brighter breakfasts!



THE BACON WITH THE
SWEET SMOKE TASTE



THE EGGS OF
SAUCER-TEST QUALITY



For a safer trip
...back to school



FOR RAILROAD TRAVEL AT ITS BEST

Go Pullman

COMFORTABLE, DEPENDABLE,
AND - ABOVE ALL - SAFE!

© 1950, THE PULLMAN COMPANY



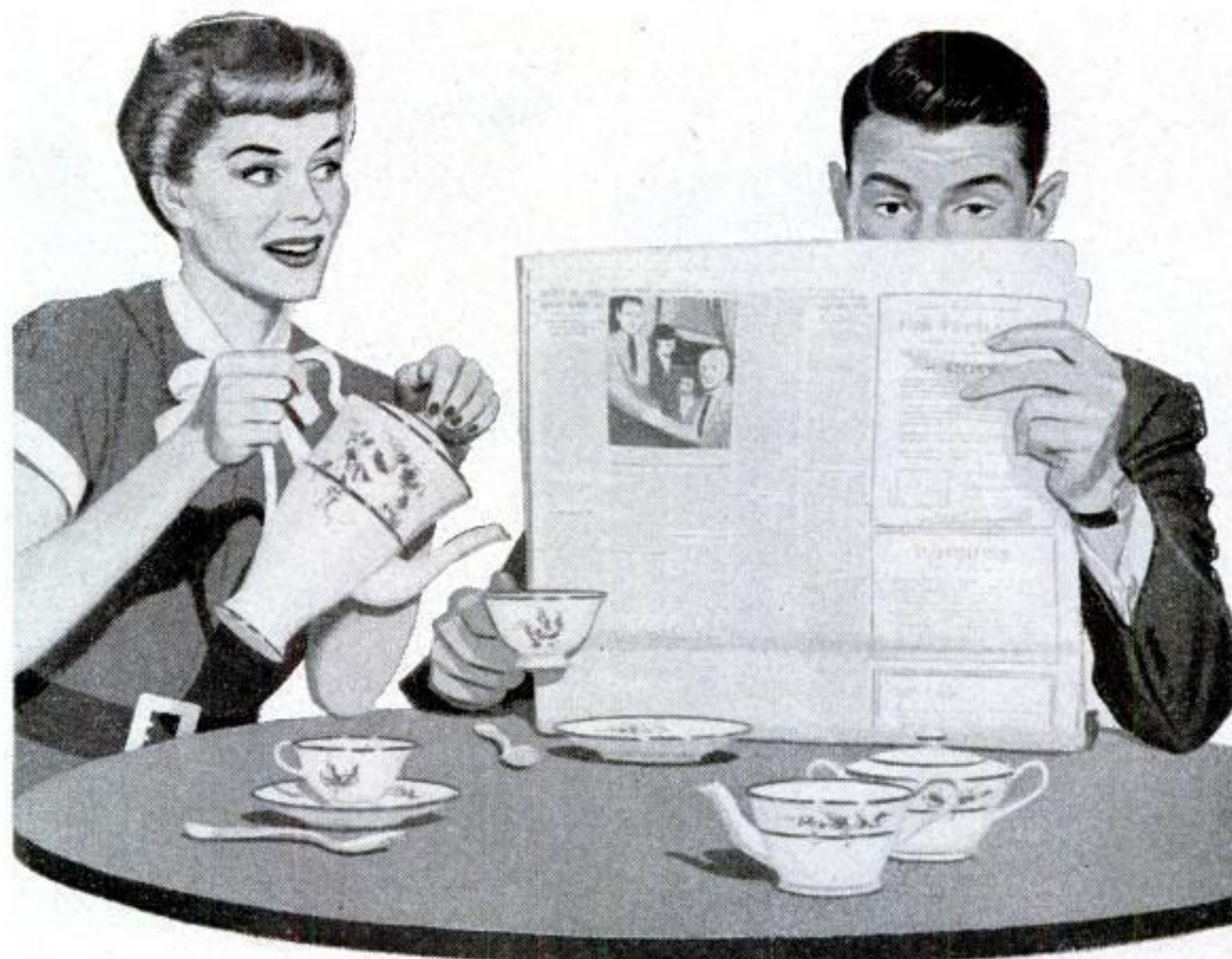
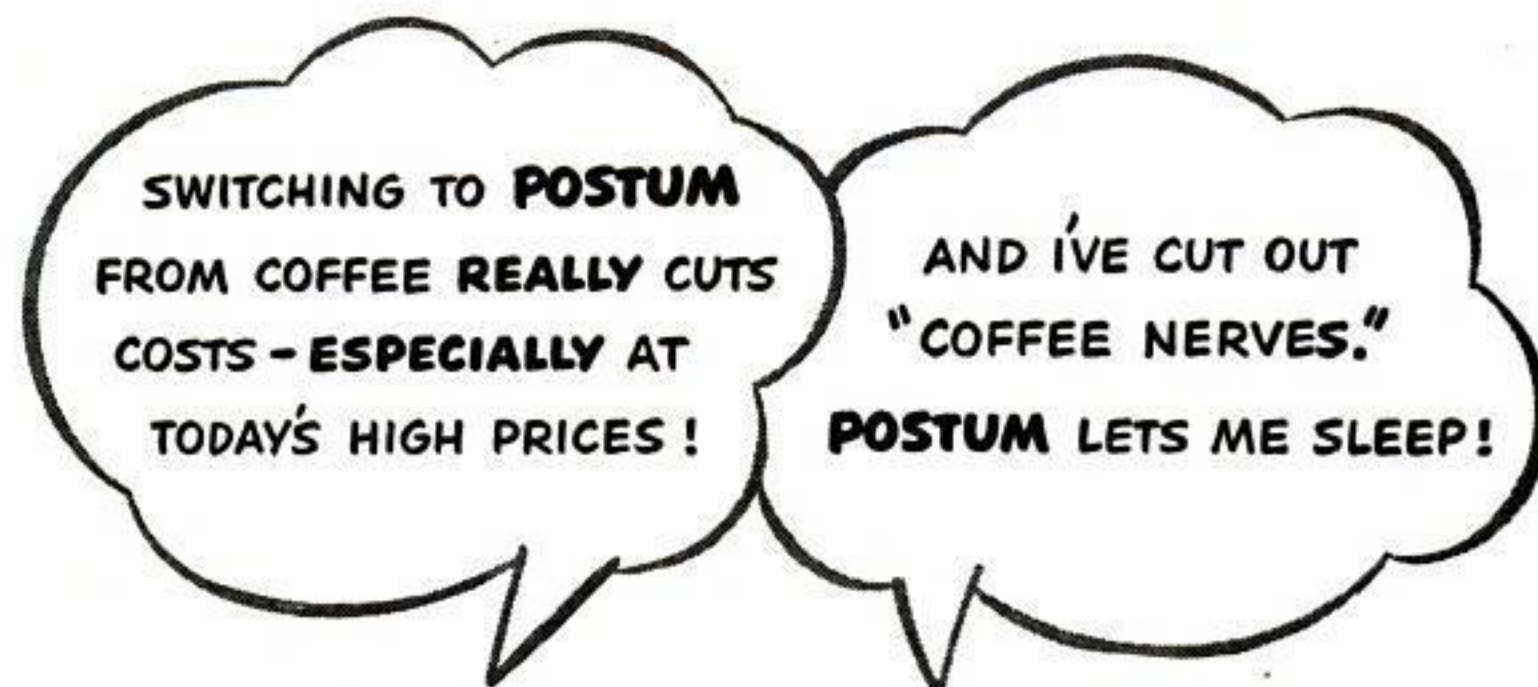
CASUALTY was war veteran who fainted. Water quickly revived him.

LIFE'S REPORTS CONTINUED

supply has never yet caught up with demand. When Lydia Pinkham's Vegetable Compound was at the height of its fame its profit was less than \$1 million a year. LeBlanc says he made more than that in three months. And now he has started invading the North. How much extra money this will bring in, even optimist LeBlanc won't estimate.

Soberly bowing to the Pure Food and Drug laws, LeBlanc advertises Hadacol as a "dietary supplement," says it is good for loss of weight, headaches and gas pains. The government, however, made him qualify his "Hadacol For Pep" signs last week. His Hadacol-gulping customers, LeBlanc will tell anyone who asks, have written him that it has also cured them of such things as pneumonia, gall bladder ailments, high blood pressure, eczema, pellagra and hay fever. Besides, Hadacol just makes everybody feel good all over, partly because one 8-ounce bottle contains as much alcohol (12%) as a dry Martini. "I was disable to get over a fence," one customer wrote LeBlanc. "After I took eight bottles of Hadacol . . . I feel like jumping over a six-foot fence and am getting very sassy." LeBlanc claims he has received 20,000 such testimonial letters. When he goes out with his road show, a caravan of 80 trucks, two floats, two Greyhound buses and one airplane, LeBlanc takes most of his executives along with him. Only a vice president and the general manager are back in Lafayette minding the plant. The show, which had entertained five cities before Atlanta, went on to 12 more places on its route. LeBlanc has also had movies made of the entire tour, to be shown in towns

CONTINUED ON PAGE 34



SWITCH TO POSTUM- SAVE 2 WAYS!



1 Save money! Postum costs about $\frac{1}{3}$ as much as coffee at today's prices!

Get the big 8 oz. economy size of Postum . . . it makes up to 100 hearty cups . . . nearly 3 times more cups than a full pound of coffee and yet it costs much less. Yes, pocket these real savings and enjoy a delicious grain-rich drink besides!



2 Save your nerves! No "Coffee Nerves" from Postum!

While lots of folks aren't bothered by caffeine in coffee—others suffer sleeplessness, nervousness, indigestion. Postum contains *absolutely no caffeine*, nothing that could possibly make you nervous, spoil your sleep. Get POSTUM TODAY!

INSTANT POSTUM
100% CAFFEIN-FREE!

A PRODUCT OF GENERAL FOODS

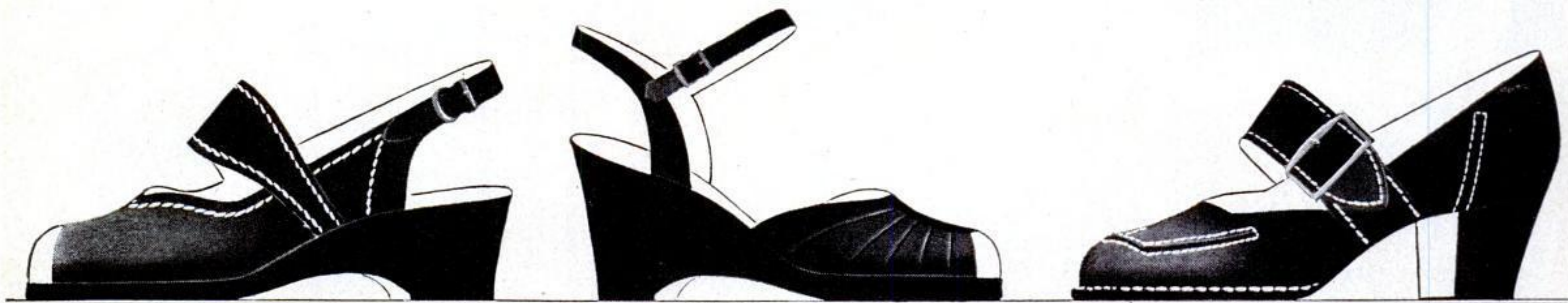




"The best-dressed woman"

Rosalind

In Miss Russell's hand, The Chateau II; on the sofa, The Britany.



The Wayfarer

The Romance Sandal

The Round-Up Strap

The United States Shoe Corporation, Cincinnati 7, Ohio. These shoes are manufactured and distributed as Gold Cross Shoes in England by Somervell Bros., Ltd., in Australia by "Gold Cross Shoes" (Aust.), Pty. Ltd., in South Africa by Eddels (S. A.), Ltd.,

in motion pictures"

Russell

nominates the RED CROSS SHOES that will win
"best-dressed" honors for *you*, this fall

"I find the new Red Cross Shoes in perfect accord with the wonderful, wearable, uncomplicated charm of the new fall clothes," says Miss Russell, named by The American Fashion Academy as the "best-dressed" woman in motion pictures. "Red Cross Shoe styles have a magnificent simplicity, an easy, unstudied grace that are *always* good taste . . . and good fashion."



The Vivacious



The Glamour Pump



The Fleetline



The Jamaica



The Tremont



The Carmen



The Manor

Red Cross Shoes

More smart women wear Red Cross Shoes than any other brand of fine footwear.

America's unchallenged shoe value \$8⁹⁵ to \$10⁹⁵

A few styles slightly higher



in New Zealand by Duckworth, Turner and Co., Ltd. Gold Cross Shoes are featured in Canada by leading retailers.

This product has no connection whatever with The American National Red Cross



In 14.5 Seconds A
Champion Corn Husker
Husks 10 Pounds
Of Corn
... But In Only

TWO SECONDS

Bayer Aspirin
Is Ready To Go
To Work!



MAKE THIS TEST!

To see how fast it's ready to go to work, drop a Bayer Aspirin tablet in a glass of water, and time its disintegrating speed. What happens in the glass, happens in your stomach.



One reason Bayer Aspirin tablets provide amazingly fast relief from ordinary headache, neuritic or neuralgic pain is that they start disintegrating almost instantly you take them... are actually ready to go to work in *two seconds*.

This two second action is important because *fast relief* is important when you're in pain. But there are *other* reasons why millions use Bayer Aspirin. Among these are its effectiveness and its gentleness. Bayer Aspirin's single active ingredient is *so remarkably effective*, doctors regularly prescribe it for pain relief

... is *so wonderfully gentle* to the system mothers give it even to small children on their doctors' advice.

So don't experiment with drugs that have not stood the test of time. Use Bayer Aspirin for fast, dependable pain relief. Always be sure to ask for genuine Bayer Aspirin when you buy.

NOW... BAYER ASPIRIN IN CHILDREN'S SIZE

New 2½ grain tablets (containing half the amount of regular size Bayer Aspirin tablets) provide proper children's dosage as prescribed by your doctor. They're neither flavored nor colored, so they cannot be mistaken for candy. 30 Tablets—25c.

*** Because no other pain reliever can match its record of use by millions of normal people, without ill effect, one thing you can take with complete confidence is genuine**

BAYER ASPIRIN

LIFE'S REPORTS CONTINUED

not fortunate enough to see the show itself. Back in his leather-lined office at his huge \$960 desk, LeBlanc will work on bigger things. He is planning a new plant in Los Angeles. "It'll cost about \$250,000," says his advertising manager, "about two weeks' profits." Meanwhile he is not overlooking opportunities to enjoy his new-won wealth. He likes to greet the day with, "What uh we waitin' for? Let's go make another million." He rides about in a new Cadillac ("Got rid of the old one because the ash trays got full"), dropping in at roadside taverns to present lipsticks to the waitresses. "Take this for your ruby lips, honey," he says magnanimously, "and give it back to me a little at a time."

But not all of LeBlanc's plans concern Hadacol alone. LeBlanc is still a politician. The elixir that saved him when Huey Long's candidate beat him back in 1932 may also provide political revenge against Huey's brother, the present Governor Earl Long. LeBlanc hasn't announced for the 1952 gubernatorial primaries yet, but, he says, "Everybody knows I'm running." He confidently expects to be swept into office on a tidal wave of Hadacol. Since LeBlanc takes Hadacol regularly (sometimes alternating with straight shots of Old Forester), he reasons, how can he lose? He admits to the age of 56, but, he points out, "With this Hadacol I feel like 40." There is only one small sign that might bring some reassurance to the present Louisiana administration. Even with Hadacol the pace seems to be wearing LeBlanc down a bit. His French brunette secretary says a little wistfully, "He used to have the pep of 10 unusual men. Now he has the pep of only two."



LARGE SIZE Hadacol box (for demonstration purposes) is escorted about the park by Hadacol clowns.



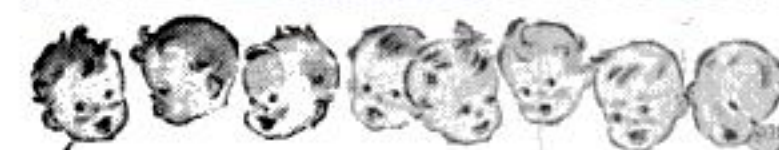
mom makes 'em
MIGHTY

when she adds scrumptious Cocomalt to the breakfast menu! Cocomalt gives boys and girls extra pep for work and play. Its extra vitamins and minerals help build strong bodies and sturdy bones. Kids love that Cocomalt flavor, hot or cold.



SERVE
Cocomalt
TODAY

Made by the Makers of Davis Baking Powder and SWEL for Fudge and Frosting.



"BABY YOUR BABY"
WITH THE BEST

A REAL
Thayer
STROLLER
COSTS NO MORE



The "HOLLYWOOD"

Insist on a genuine Thayer, because your dealer has Thayer models for every taste and purse. For air and sunshine, for comfort in any weather, put that precious baby into a real Thayer! Send 10¢ for your copy of "PRIMER FOR PARENTS" to Thayer, Inc., Dept. L-7, Gardner, Mass.

Thayer
"TOPS FOR TOTS"



Thanks to Junior... we're sold and **re-soled** on Neolite

Junior was my despair the way he ran through shoes. Then one day our shoe repairman said, "Let me put NEOLITE Soles on that boy's shoes. They'll outwear leather 2 to 1 and make a good-looking job to boot!" When we saw how wonderful NEOLITE Soles were for Junior's shoes our repairman had three customers instead of one!



Imagine half soles looking so smart!

Yes smart, because NEOLITE Soles can be "blended" into the instep—smooth and fashion-right. Smart and practical, too! They help shoes stay in shape, they keep out dampness and they're oh-so-comfortable!



A work of art and a shoe like new!

Shoes re-soled with NEOLITE are a credit to a true craftsman—your shoe repairman. He takes pride in featuring NEOLITE in his shop because he knows it makes old shoes like new, gives solid comfort, long wear and customer satisfaction that builds increased patronage. Next time you need re-soles—or new shoes—insist on genuine NEOLITE.



INSIST ON **GENUINE NEOLITE**

*The name is
always plainly marked
on the sole*

NEOLITE SOLES

NEOLITE, AN ELASTOMER-RESIN BLEND, T.M.—THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, OHIO

**MAKE ANY REPAIR JOB A BETTER JOB—
ANY SHOE A BETTER SHOE!**

FORGET ALL YOUR OLD



Model
CAC-11

"CARE-FREE" AUTOMATIC DEFROSTING—nothing to turn on or off—nothing to watch—nothing to empty. No muss—no fuss—no bother! Nothing else like it! Defrosts itself in from 2 to 10 minutes!

SHELVADOR WORKSAVER DESIGN—gives you TWICE AS MUCH FOOD WHERE YOU WANT IT—IN FRONT, IN SIGHT, IN REACH. And *all* space is at the "convenience level"—no stooping clear to the floor.

NEW BEAUTY—choice of "SOFT-GLO" interior styling enriched with gleaming, gold-colored metal trim—or classic white set off with sparkling chrome.

FULL-WIDTH FREEZER—holds up to 50 pounds of frozen foods and ice cubes.

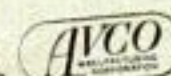
BUTTERS SAFE—automatically keeps butter or margarine at the spreading or creaming consistency you like best.

ELECTROSAVER UNIT—Crosley engineered, famous for quiet economical operation—backed by 5-year warranty.

Better Products for Happier Living

DESIGNED FROM THE WOMAN'S ANGLE

Crosley Division
Cincinnati 25, Ohio



SHELVADOR® REFRIGERATORS • FREEZERS • ELECTRIC RANGES • STEEL KITCHEN CABINETS
SINKS • GARBAGE DISPOSERS • ELECTRIC WATER HEATERS • RADIOS • TELEVISION

IDEAS ABOUT REFRIGERATORS!

THE GREAT NEW 1951 SHELVADOR®
BRINGS YOU REVOLUTIONARY NEW
"CARE-FREE" AUTOMATIC DEFROSTING,
***PLUS* MATCHLESS NEW**
SHELVADOR CONVENIENCE,
***PLUS* THE NEW BEAUTY OF**
"SOFT-GLO" INTERIOR STYLING

Only
CROSLEY
gives you the
SHELVADOR

THE PACE-SETTING DESIGNS ARE COMING FROM CROSLEY!

10 BEAUTIFUL MODELS...
SEE THEM AT CROSLEY DEALERS'—
COMPLETE RANGE OF SIZES AND PRICES.





Everybody knows the sign of good coffee



Products of General Foods

Wonderful in
Instant form too!

Tough going? High time for a breather, and a refreshing cup of good coffee—*Maxwell House* Coffee. It's the kind active men like best—with vigor, and heartiness, and rich satisfaction in every cup. *No other coffee* has that wonderful "Good to the Last Drop" flavor, because no other coffee is made by the Maxwell House recipe . . . a recipe which insists upon certain fine coffees blended a very special way, to bring you the *best* in flavor, and fragrance, and coffee pleasure. That's why more people buy and enjoy Maxwell House than any other brand of coffee in the world!

TUNE IN: two award-winning hits—"Father Knows Best," starring Robert Young, NBC, Thurs. nights and "Mama," starring Peggy Wood, CBS-TV, Fri. nights.



Maxwell House...the one coffee with that "Good to the Last Drop" flavor!

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LIFE'S COVER

Ezio Pinza was brought up in Italy to be an engineer, but he preferred to be a professional cyclist. He might have gone on being a cyclist, but he decided to turn singer instead and in time developed into one of the great basses of all time. He might have gone on singing at the Met, but he moved up Broadway and, as the French planter in *South Pacific*, introduced a style of operatic crooning which helped make him the patron saint of lovers turned 50. He might have gone on forever in *South Pacific*, but he has preferred to go to Hollywood (pp. 159-162) and embark on a new career as a movie star.

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ABBREVIATIONS: BOT., BOTTOM; EXC., EXCEPT; LT., LEFT; T., TOP; B.S., BLACK STAR; INT., INTERNATIONAL. THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE REPLICATION WITHIN THE U.S. OF THE PICTURES HEREIN ORIGINATED BY LIFE OR OBTAINED FROM THE ASSOCIATED PRESS.

NEW! A lighter-bodied cream tonic

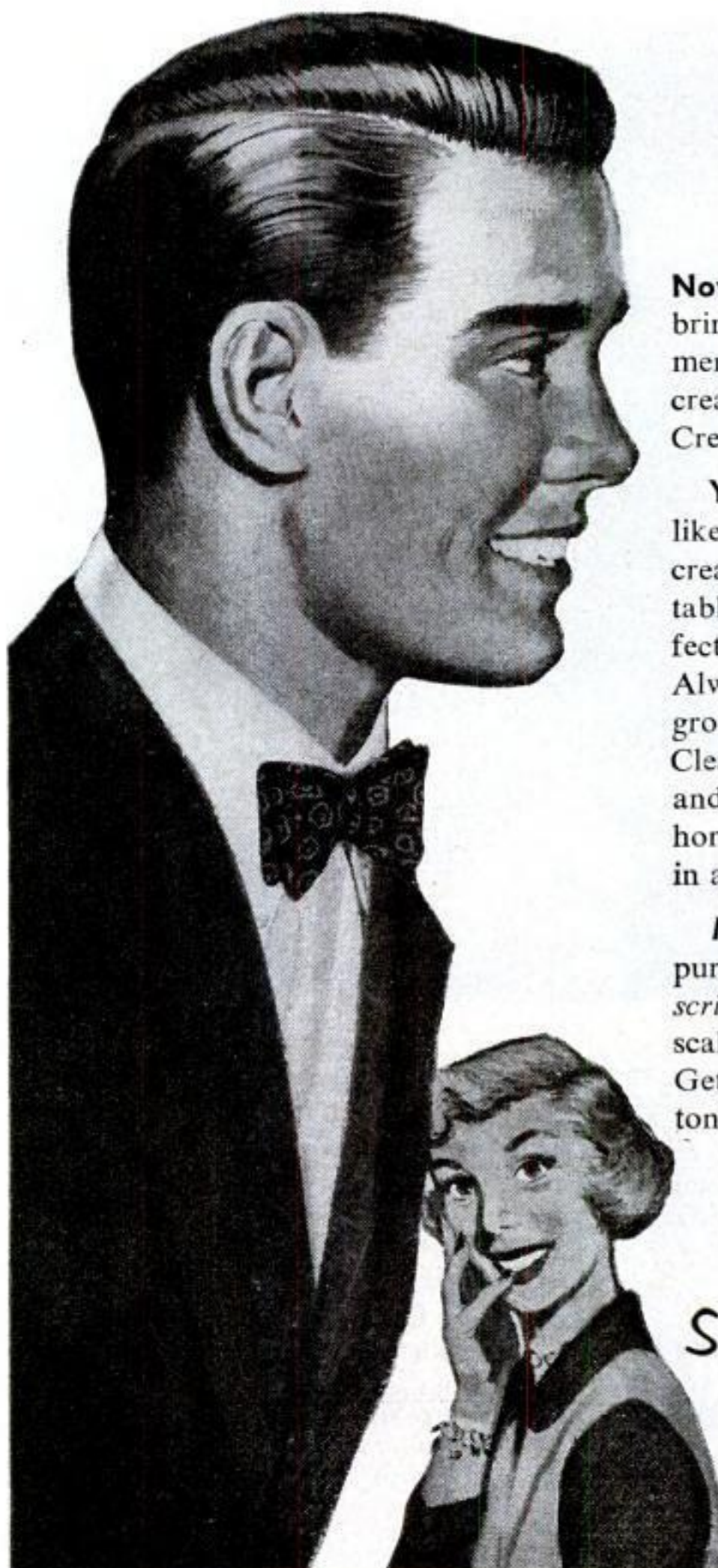
Vitalis HAIR Cream

gives you that

"clean-groomed" look!



NO heavy film
NO sticky comb
NO messy hands
with the first cream tonic
made of pure vegetable oil!



Now the makers of famous Vitalis bring you a great new improvement over ordinary thick, heavy cream tonics... new Vitalis Hair Cream!

You've never used a cream tonic like this! So light, so fine. The first cream tonic made of pure vegetable oil, it grooms your hair perfectly, yet leaves no heavy film. Always gives your hair the "clean-groomed" look everyone admires. Cleaner to use, too—rinses off comb and hands with plain water. It's homogenized for easy flow, comes in a handy shaker-top bottle.

Moreover, Vitalis Hair Cream's pure vegetable oil is a doctor's prescription ingredient for dry, flaky scalp—routs flaky dandruff fast. Get this new, lighter, cleaner cream tonic at your drug counter today.

She'll prefer that
"clean-groomed" look!

P.S. Ask your barber for a professional application of new Vitalis Hair Cream.

Made by Bristol-Myers—Dependable Products since 1887

The only television proven in over a million homes

**MILLION
PROOF**

RCA VICTOR

ONLY RCA VICTOR has the experience gained by producing over a million television receivers. You get Million Proof quality when you buy any of the 18 brand-new RCA Victor television sets.

All have new, extra-powerful RCA Victor TV circuits for the best possible reception, wherever you live.

This 16-inch Kent-Ensemble shows you the clearest, steadiest pictures RCA Victor has ever achieved—in one of RCA Victor's most ingenious cabinet styles. There's a hinged panel to cover the controls. The specially designed, solid-front base gives the appearance, the convenience of a fine console—with "table model economy" in price. Built-in antenna in base.

Only when you buy RCA Victor television can you buy the RCA Victor Factory-Service Contract.



Check these "high spots" of Million Proof quality!

New Eye Witness System with extra-powerful circuits for the best possible television reception, *anywhere*.

Built-in antenna.

Effortless, automatic station selection.

Automatic gain control for steady brilliance.

New RF tuner for better sensitivity, selectivity, greater freedom from noise on all antenna arrangements.

FM sound through the "Golden Throat," finest tone system in RCA Victor history.

Phono-jack for attaching an automatic record changer like the RCA Victor "45."

RCA VICTOR
Kent Ensemble

16" television in a complete furniture setting.
Model 6T54. Ingenious, convenient
and very moderately priced.

WORLD LEADER IN RADIO . . . FIRST IN RECORDED MUSIC . . .

FIRST IN TELEVISION . . .

RCA VICTOR



DIVISION OF RADIO CORPORATION OF AMERICA

"THIS IS WAR"

PHOTOGRAPHED FOR LIFE BY DAVID DOUGLAS DUNCAN



From Tokyo two weeks ago LIFE Photographer Duncan (*left*), who has been covering the Korean war since its outbreak, cabled his plans for the one Korean story he wanted most to do.

EVEN GOING BACK THIS TIME TRYING GIVE YOU STORY WHICH IS TIMELESS NAMELESS DATELESS WORDLESS STORY WHICH SAYS VERY SIMPLY QUIETLY "THIS IS WAR".

On Sept. 4 Duncan joined the 1st Marine Brigade which was about to jump off. For 36 hours he remained with the brigade's most forward unit, Company B, 5th

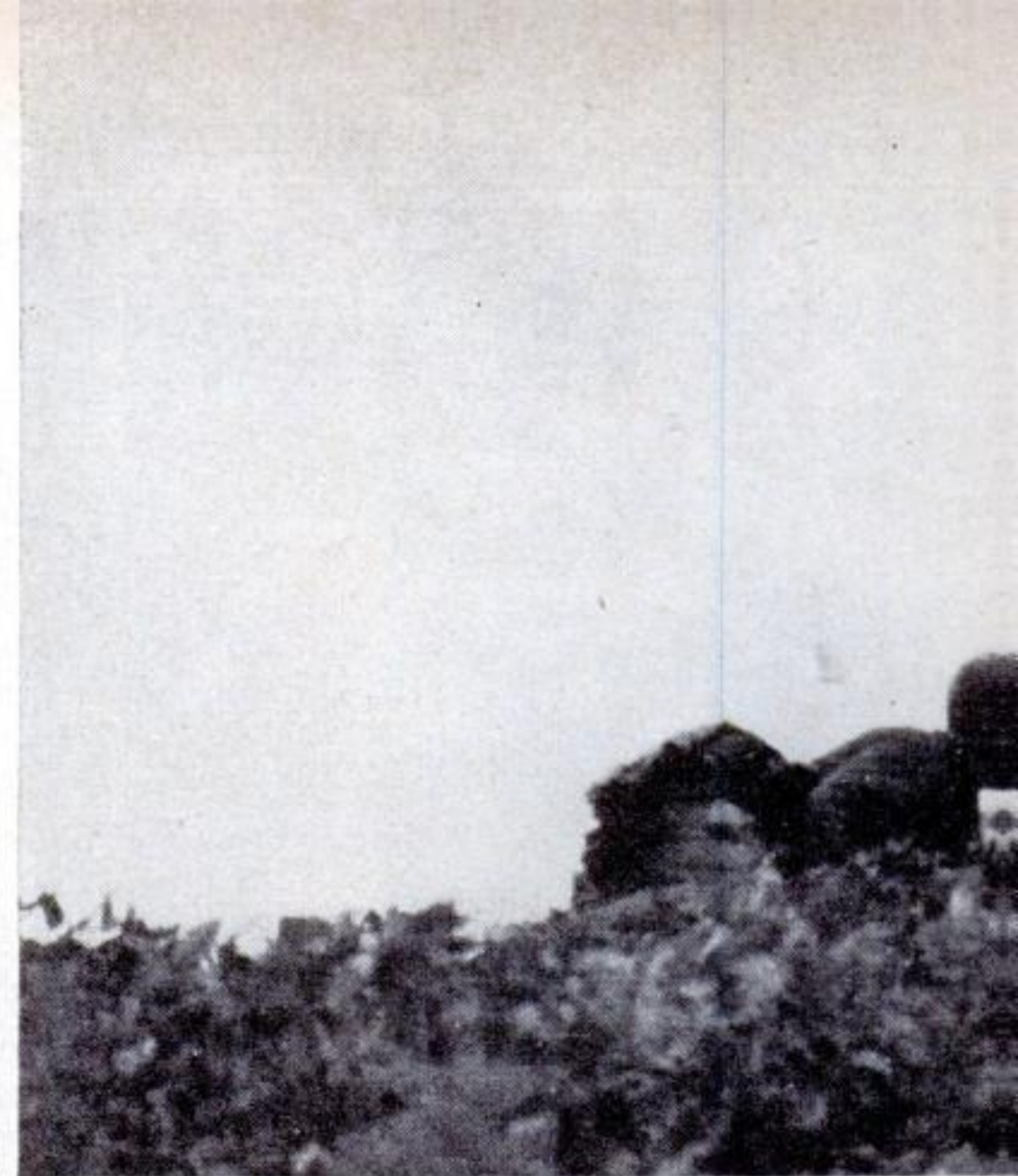
Regiment, as it fought over the bald, heartless ridges of the western front to drive the North Koreans back across the Naktong River.

Duncan's pictures, taken under fire with the attacking squads, arrived in New York on Sept. 8. They fulfill the requirements he had set for himself: they say, "This is war," without need for dates, names or other words. The captions for the pictures supply only supplemental information. Duncan's story starts below with a corporal, who is out of ammunition and has lost all but two of his squad, crying in anger and frustration.





IN LONG WINDING COLUMN THE MEN OF B COMPANY MOVE UP TO ATTACK ONE MORE NAMELESS RIDGE



PERSHING TANK SUPPORTING B COMPANY PASSES THROUGH THE SMOKE OF A BURNING T-34 WHICH IT HAD KNOCKED OUT ONLY A FEW MINUTES BEFORE



RIFLE SQUAD ATTACKS THE CREST OF THE RIDGE, FIRST PINNING DOWN THE ENEMY WITH HAND GRENADES (TOP) AND THEN ADVANCING IN SHORT RUSHES



AMMO CARRIER DIVING FOR COVER (LEFT) SHOWS REVULSION AT SUDDEN SIGHT OF FACELESS ENEMY CORPSE (CENTER) IGNORED BY FOLLOWING MARINES



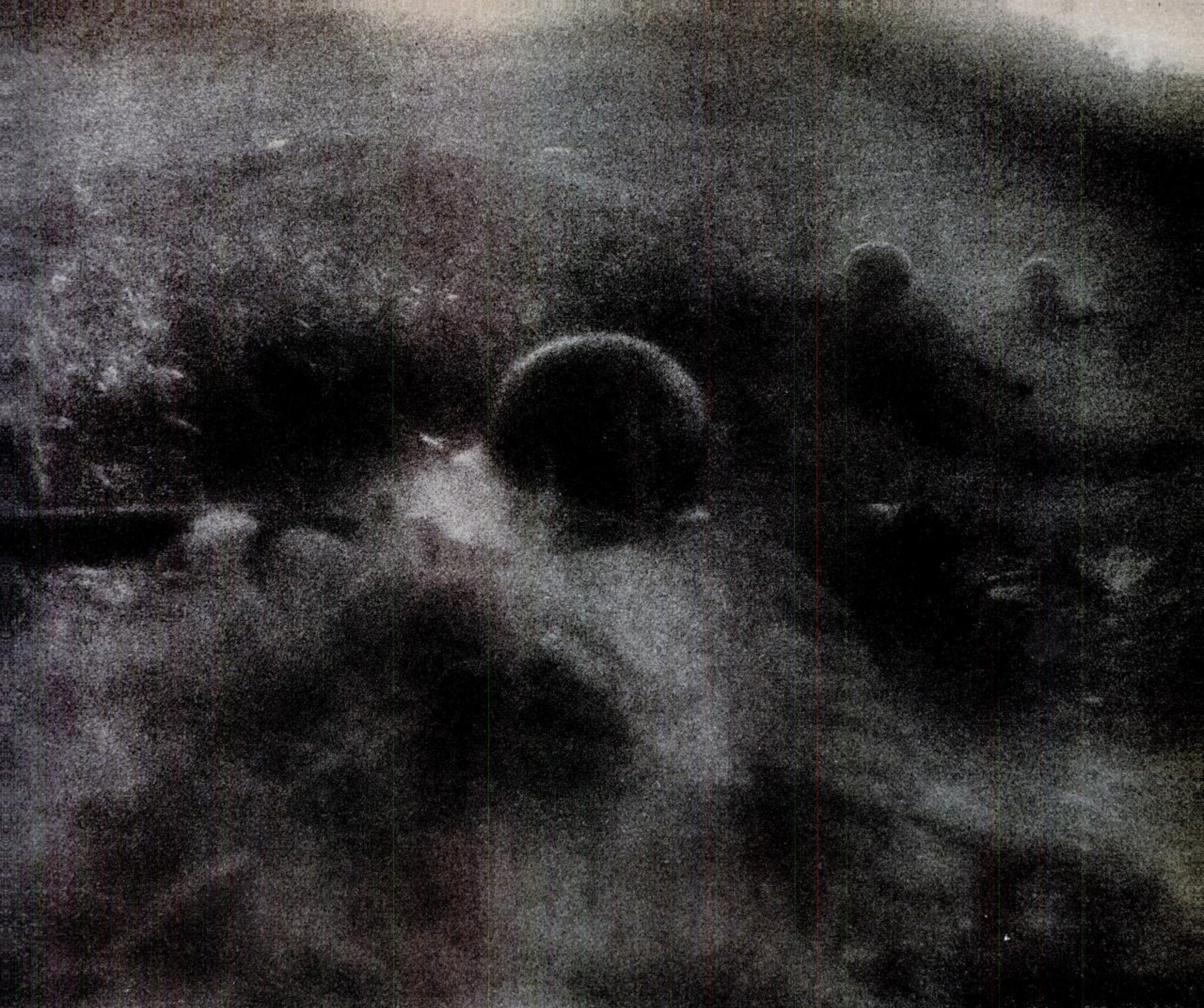
WAITING FOR COUNTERATTACK, MARINES SIT IN TRENCH ON RIDGE OVERLOOKING A BURNING TOWN



MARINE RISES TO HURL A GRENADE AT REDS COUNTERATTACKING UP THE OTHER SIDE OF RIDGE



WORRIED PRISONER LOOKS RELIEVED AS MARINE



TORRENTS OF RAIN, WHICH SMEARED THE LENS OF DUNCAN'S CAMERA, REDUCED BATTLE RANGES TO A FEW YARDS AS COMMUNIST ATTACKS KEPT COMING



ONLY CUTS AWAY HIS GRENADE-FILLED TROUSERS



LIGHT MACHINE GUNNER FIRES A SHORT BURST WHILE SQUAD LEADER (RIGHT) SPOTS HIS TARGETS



FENTON SHOUTS ORDERS TO HIS MEN AS RADIO OPERATOR TRIES TO MAKE CONTACT WITH BATTALION



CAPTAIN FENTON LEARNS HE IS OUT OF AMMO

"GOD, CAPTAIN, DON'T LET THEM FALL BACK"

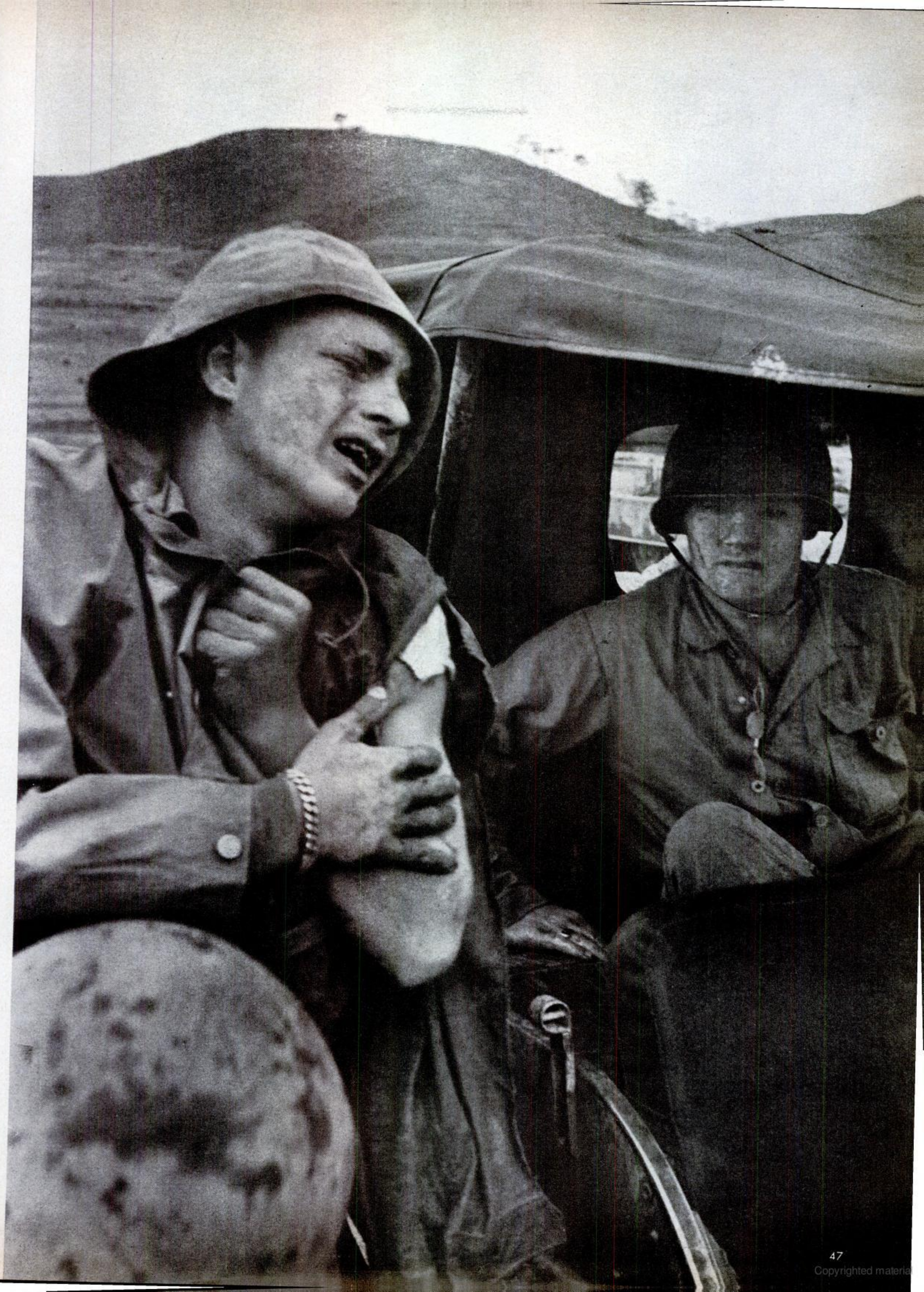
During the Red counterattack in the rain, a wounded sergeant of Company B murmured the words above to his captain, Francis ("Ike") Fenton. Captain Fenton, whose father is a retired Marine brigadier general, did not let his troops fall back, but there were moments when it seemed as though all his men would die fixed in their positions on the precious ridge. Far ahead of the other advancing Marine units, Company B had its flanks exposed. The Reds pummeled it from the sides with heavy mortar barrages, then counterattacked time and again.

As in so many battles, the modern accouterments of war went wrong. Rain denied Captain Fenton air support, and communications failed. Supply of ammunition became dangerously low—it was replenished in the nick of time—and all around him Fenton saw his men stumbling from the firing line, bleeding with their wounds, to huddle under the defilade of the hill. For a night and a day the thinning line held. Suddenly the Red attack ceased, and the action had been won by that eternally fundamental principle of war—man against man. The Marines had proved themselves better fighters than the North Koreans who outnumbered them.

Later, as ammunition came forward, Captain Fenton and what was left of Company B ground away at other ridges that rose like fishbacks between them and the Naktong River.



WOUNDED HUDDLE UNDER PONCHO (LEFT), STRETCH OUT UNDER PROTECTION OF HILL UNTIL HELP COMES (CENTER), ARE CARRIED BACK BY SOUTH KOREANS





GETTING DRESSED FOR INAUGURATION, Mayor Davis gets advice from daughter Dottie. She has two other children, George, 9, and Mary Norma,

10, was married when she was 17. Just before inauguration she got a run in her last pair of stockings, had to send daughter Mary Norma out to borrow some.

PETTICOAT RULE SCORES AGAIN

Washington, Va. gets pretty mayor

Stella, Mo. (pop. 251) last spring elected an all-woman government. A few weeks later (LIFE, May 29) an all-woman government took over in Hope, N. Mex. (pop. 300). And on Sept. 1 yet another female mayor and town council were inaugurated, this time in Washington, Va. (pop. 245). No one knows how many other small towns have succumbed to petticoat rule, but the trend exists and is apparently growing. On the basis of the latest election this is a trend to be encouraged, for Washington's new first lady is the prettiest mayor this side of Neptune.

In the case of Washington the issues at stake were fewer, clearer and considerably more important than those in many a larger election. There were too many stray dogs on the streets, the weeds around town needed cutting, and a lot of the bulbs in the street lamps had burned out. Meeting these issues, a 28-year-old housewife named "Dotsie" Davis announced that they ought to be caged, cut and replaced. When her male opponent failed to come up with a more logical program, Dotsie was elected, 51 to 47. Into office with her went a six-woman town council containing a teacher, a beauty parlor operator, a secretary and three housewives.

There were no financial issues (the mayoralty carries a salary of only \$5 a month) and no party politics (Rappahannock County, in which the town of Washington is located, is so unanimously Democratic that it tried to secede from Virginia when the state went Republican in 1928). Thus, when it came time for the men to figure out just what had beaten them, they had to conclude that logic had done it—unless, of course, Mrs. Davis' good looks had swayed some votes.



IN HER INAUGURAL MAYOR DAVIS SAYS, "WE SHOULD AND MUST ALTER OUR COOK-STOVE THINKING"



INAUGURAL BALL takes place in school auditorium. Mrs. Davis is square-dancing with husband George, an attorney for federal Department of Justice.



AFTER HER BIG DAY, which was somewhat more strenuous than her official duties will be, Mayor Davis kicks off her shoes and collapses in her living room.



MARINE COMMANDANT CATES BEAMS AS TRUMAN TELLS MARINE VETERANS HE REGRETS HARSH WORDS

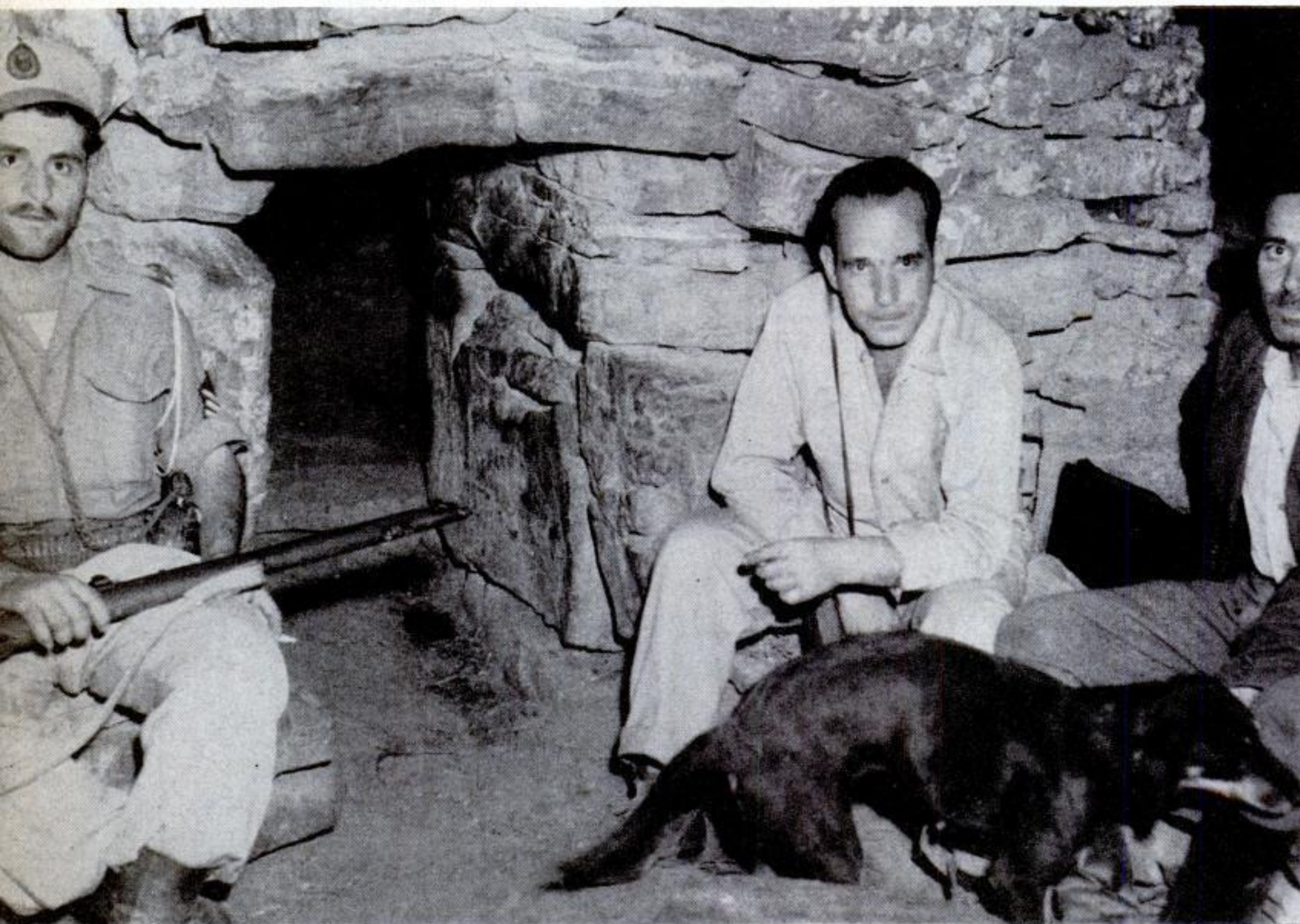


DALLAS NEWS CARTOON SHOWS SCARED TRUMAN

PRESIDENT'S GAFF

Truman swallows slur on Marines

In a testy letter to a congressman, President Truman blew up a political storm. Answering a suggestion that a Marine sit on the Joint Chiefs of Staff, he wrote that Marines are only "the Navy's police force" and have a propaganda machine "almost equal to Stalin's." He tried to recover from the boner by swallowing his words and joining a Marine veterans' convention in singing "From the halls of Montezuma. . . ." Then, in a fireside talk, he changed the subject by warning U.S. citizens that it was up to them to keep wartime prices down without controls.



LOVERS SPENT FIRST NIGHT IN THIS CAVE. WHEN SEARCHERS (ABOVE) FOUND IT, THEY WERE GONE

CRETAN ROMANCE

Abduction almost starts civil war

Black-mustached Constantine Kephalyonnis, 32, is known in his native Crete as an ardent Royalist and a fiery man. When he met and fell in love with 20-year-old Tassoula Petracoorgi he was undeterred by the fact that her father, a Venizelist (Liberal) politician, was



IN WAR TASSOULA'S PAPA WAS RESISTANCE HERO

the determined enemy of the Kephalyonnis family. Constantine grabbed Tassoula as she came out of a movie in the town of Herakleion and whisked her off to a mountain cave (above, left) in his Mercury sedan. Then he married her.

Tassoula's papa took the matter in ill grace.



TYPHOON STRIPS TILES FROM OSAKA HOUSETOP

JAPANESE BLOW

A 110-mph typhoon raises roofs

The most violent typhoon in 16 years swept over Japan last week and literally blew the roofs off three large cities. Twisting through Osaka, Kobe and Kyoto, the 110-mph wind killed more than 250 people, destroyed upward of 11,000 homes and filled the air with flying tiles weighing two or three pounds each (*above*). Few movable objects survived as stoically as the trolley car shown at right; in Kobe the wind and huge seas roaring before it ripped a 7,733-ton ship from its moorings and sank it. The typhoon, however, did not halt war supplies to Korea.



AN OSAKA STREETCAR STANDS ABANDONED WHILE TILES FLY THROUGH THE AIR LIKE AUTUMN LEAVES



AT ATHENS AIRPORT WHERE THEY WERE FLOWN UNDER STRONG GUARD, AN APPREHENSIVE TASSOULA AND GLOWERING CONSTANTINE FACE THEIR FUTURE

Without further ado he rounded up some veterans of his wartime unit and, while Constantine and his friends prepared for a siege, set out in pursuit. For a while it looked as though a civil war would break out. Local gendarmerie, aided by an infantry battalion, kept the two

factions apart while the governor-general of Crete attempted mediation. The swift-moving forces of the law at last prevailed. Tassoula and Constantine were taken into custody and flown to Athens. There, confronted by her father, Tassoula asked his blessing, received instead his

curse. While she tearfully protested her love for her husband, Constantine was put in jail on charges which included abduction, seduction and carrying forbidden arms. His own friends, meanwhile, had taken Tassoula into hiding again until her father's rage had time to cool.



IN MOB OF WELL-WISHERS ONE SUPPORTER GETS A FRIENDLY HEADLOCK ON F.D.R. JR.



BROOKLYN DELEGATE LILLIAN MURPHY IS GLUM

THE STEAMROLLER

Boss Flynn runs right over a Roosevelt

Like his father before him, Congressman Franklin D. Roosevelt Jr., 36, wanted to be governor of New York. Last week, when he went to the state Democratic convention at Rochester, he could almost see it happening. Wherever he went people surged around him (*left*). In a hotel lobby he flashed the infectious grin that was the family trademark, and cries of "We want Roosevelt!" went up. In his headquarters a coterie of admirers kept telling him he was the people's choice.

Two floors above, however, the wise-eyed old realist who controlled the party and its processes (and a majority of the delegates) had already dashed Junior's hopes. Boss Edward J. Flynn had made his choice: Congressman Walter A. Lynch, 56, a loyal fellow Bronxite whom most delegates had never even met. Said Flynn, "Franklin can't have it this time. This isn't the year for us to nominate somebody controversial. . . . He's a Roosevelt and all Roosevelts act the same way: they fret and fume when they can't get what they want. . . . But he'll get over it. He's smarter than his old man was, and he'll get somewhere if he just takes it easy."

Informed of his fate, young Roosevelt resigned himself to it. Then, without ever leaving his hotel suite, the boss set his steamroller in motion. On the convention floor the delegates obediently ratified his choices: Lynch for governor, veteran Herbert H. Lehman for senator. Lynch replaced Flynn's first choice, Judge Albert Conway of Brooklyn, who proved unacceptable to the C.I.O. and, to Brooklyn's disappointment (*above*), was withdrawn. Meanwhile, in Saratoga Springs (*next page*), another steamroller was fired up by the G.O.P.



ALBANY BOSS Dan O'Connell, finally forced to give up on his man, Federal Security Administrator Oscar Ewing, advises young F.D.R. to give up too.



ON FLOOR F.D.R. Jr. sits with Tammany's leader Carmine DeSapio and listens glumly as Lynch is nominated. Roosevelt will, of course, support ticket.

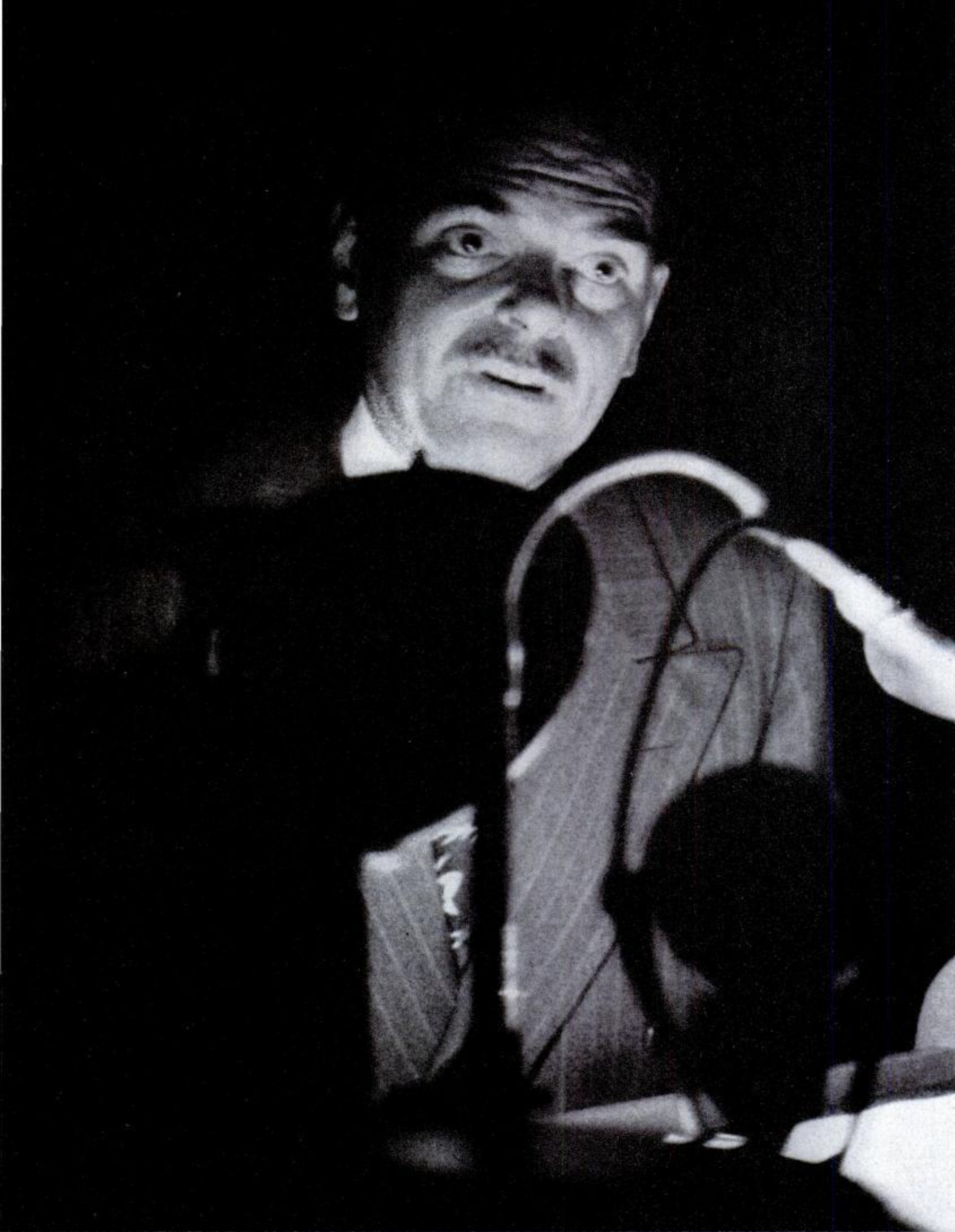


ON STAGE Roosevelt forces a sporting grin, joins hands in three-way shake with candidates Lehman (*center*), who is running for re-election, and Lynch.



BOSS AND PROTEGE sit together at Bronx delegation dinner. It is now up to Flynn (*right*) and Bronx Borough President Jim Lyons (*left*) to make Lynch (*center*), former state head of Knights of Columbus, well enough known to make a

good showing against Dewey. Flynn had boosted Lynch's chances by engineering New York Mayor O'Dwyer's resignation, forcing special election to bring out city's heavy Democratic vote. The mayoralty choice: Justice Ferdinand Pecora.



BLACKED OUT by a power failure in convention hall, Dewey delivered the first half of his half-hour

acceptance speech by eerie lantern light. The G.O.P., he ad-libbed, prefers to work "out in the open."



SHINE GIRLS gave delegates free shins outside hall. One delegate reciprocated.

IT'S DEWEY AGAIN

The governor's own steamroller gets rolling at Saratoga Springs

Young Roosevelt was not New York's only disappointed gubernatorial candidate. The Republicans had one of their own in Lieut. Governor Joe R. Hanley, 74, who had his heart set on the governorship. Until the eve of their convention the Republicans were all set to grant his wish. Then Governor Tom Dewey, who announced in June that he would not seek a third term, changed his mind in view of the national emergency. So Dewey was nominated and Hanley found himself running for U.S. senator. Although Boss Dewey ran his steamroller with as firm a hand as Boss Flynn ran his, the delegates fell in line with good grace while a band played the Marines' hymn by way of gloating over President Truman's recent embarrassment (p. 50). Next question: if Dewey wins, will he be encouraged to make a third presidential try in 1952?

THE STATE CHAIRMAN SELLS THE TICKET



IN HOTEL ROOM State Chairman William L. Pfeiffer, at desk, explains the Hanley switch to Chautauqua County leaders. Pfeiffer saw all 62 county chairmen to smooth ruffled feelings and get rest of G.O.P. ticket sold to rank and file.



IN CORRIDOR Pfeiffer (left) and assistant, A. J. Ruttenber, head for Dewey's suite to finish slatemaking.



IN HAPPY POSE Dewey chats with Pfeiffer (far left), National Committeeman Sprague, Joe Hanley (right).

Here's a Supper that SINGS

WITH FLAVOR AND GOODNESS!



UNEXPECTED GUEST

MEAL A company dinner—ready in 5 minutes!

Next time friends drop in unexpectedly, ask them to stay for a delicious supper of Franco-American Spaghetti—say, with a combination salad and coffee. You'll find guests will love Franco-American! For Franco-American is fine, firm, tender spaghetti, cooked with a sauce of 10 choice ingredients... including well-aged, tangy, Cheddar cheese and plump, juicy, sun-red tomatoes. Even if you knew the famous

recipe and could get all the best ingredients, you couldn't prepare spaghetti like this at any where near the price! Yes, Franco-American costs less than the kind you have to prepare yourself. Just heat and serve Franco-American as it comes from the can, for a delicious main dish or side dish any time. It's ready in five minutes. Get several cans of Franco-American Spaghetti at your grocer's.



READY IN 5 MINUTES
—AND SO THRIFTY



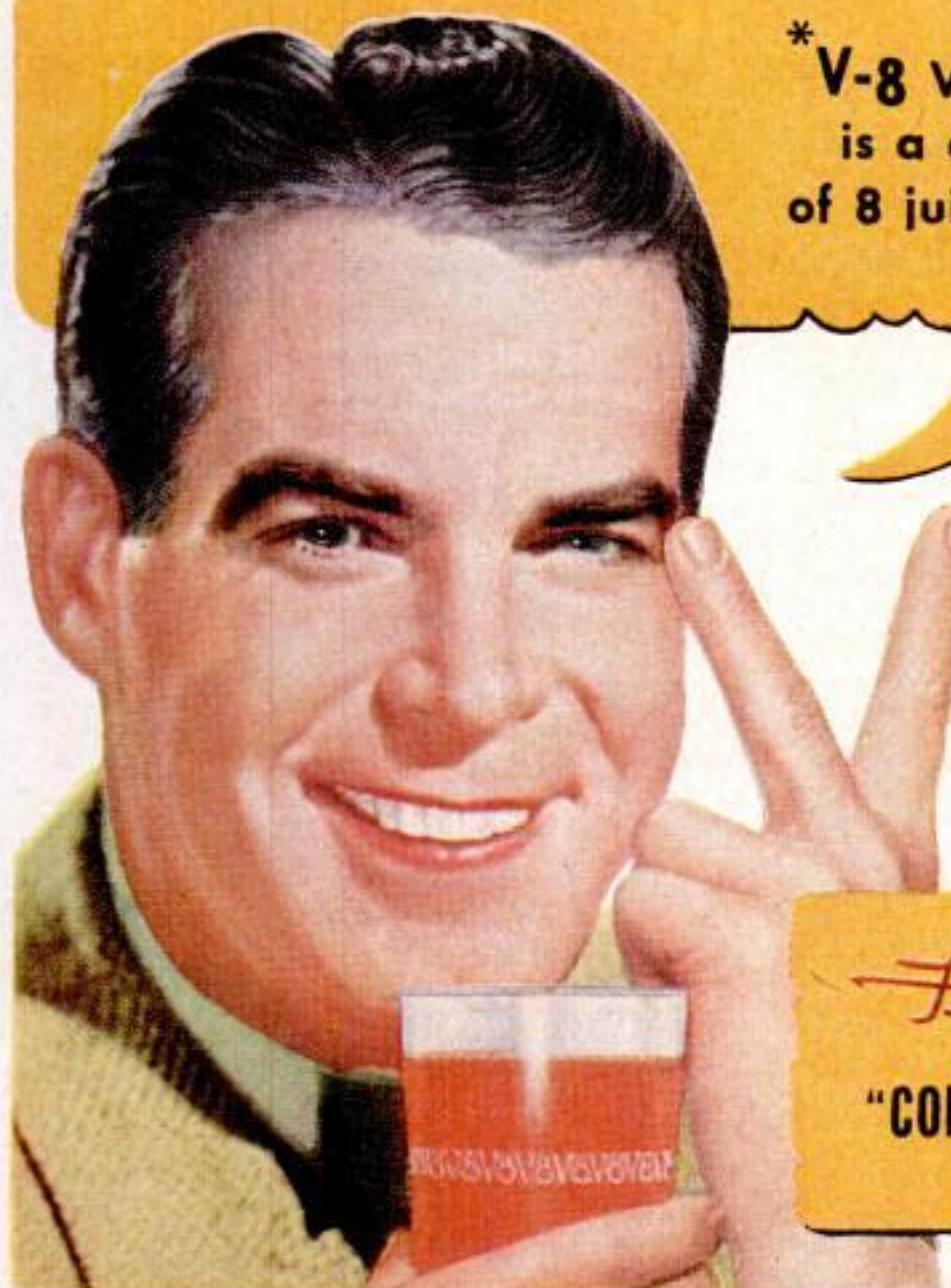
IN A NATION-WIDE SURVEY, 9 out of 10 who tried it preferred Franco-American to all other ready-to-serve spaghetti. In fact, thousands today serve Franco-American in preference to the kind you prepare yourself!

THOUSANDS PREFER IT TO THE KIND
YOU HAVE TO PREPARE YOURSELF!

Franco-American SPAGHETTI

V-8* Has Lively Flavor and Goodness *no single juice can match!*

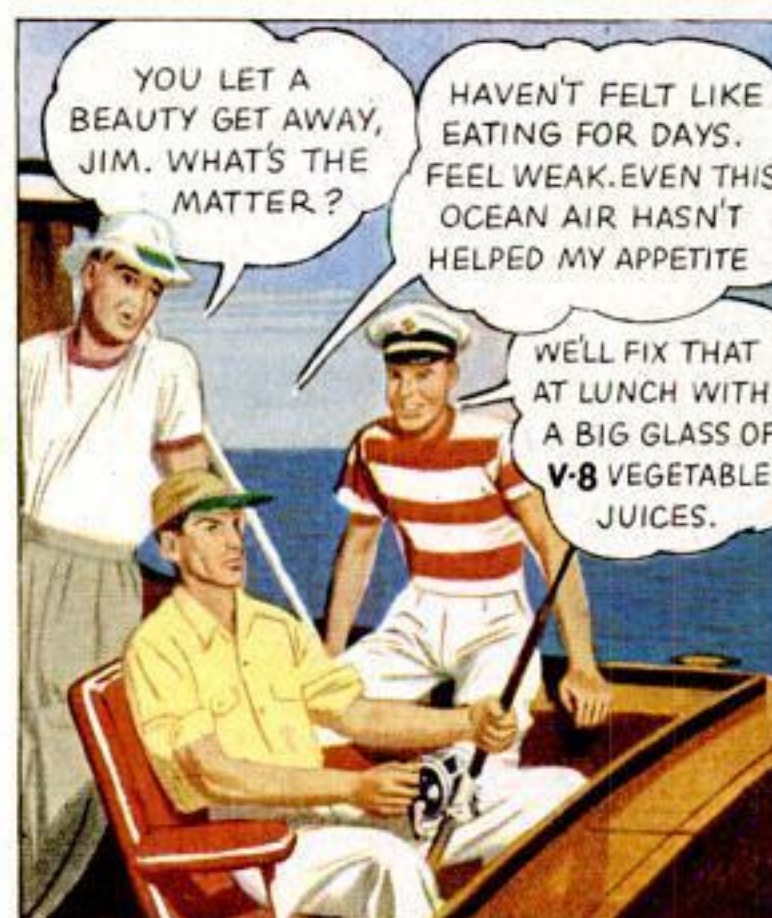
*V-8 Vegetable Juices
is a delicious blend
of 8 juices in one drink!



V-8 FOR
VITAMINS
V-8 FOR
VITALITY

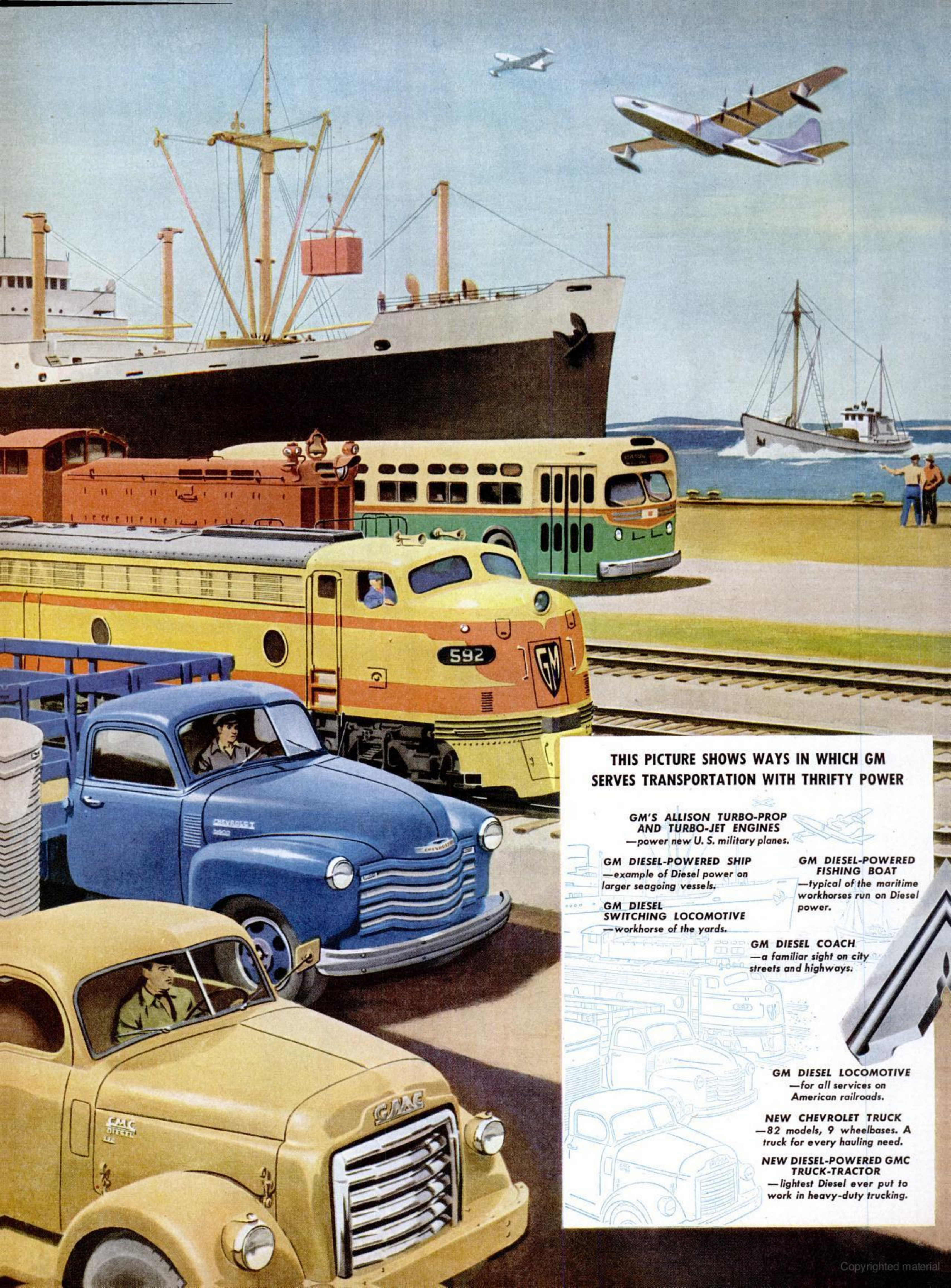
Fred MacMurray
Starring in
"COME SHARE MY LOVE"
AN RKO RADIO PICTURE

Fred MacMurray Helps Friend make Prize Catch



MADE BY THE MAKERS OF Campbell's SOUPS

*V-8 is a trademark owned in the United States by Campbell Soup Company; in Canada by Campbell Soup Company Ltd



**THIS PICTURE SHOWS WAYS IN WHICH GM
SERVES TRANSPORTATION WITH THRIFTY POWER**

**GM'S ALLISON TURBO-PROP
AND TURBO-JET ENGINES**
—power new U. S. military planes.

GM DIESEL-POWERED SHIP
—example of Diesel power on
larger seagoing vessels.

**GM DIESEL
SWITCHING LOCOMOTIVE**
—workhorse of the yards.

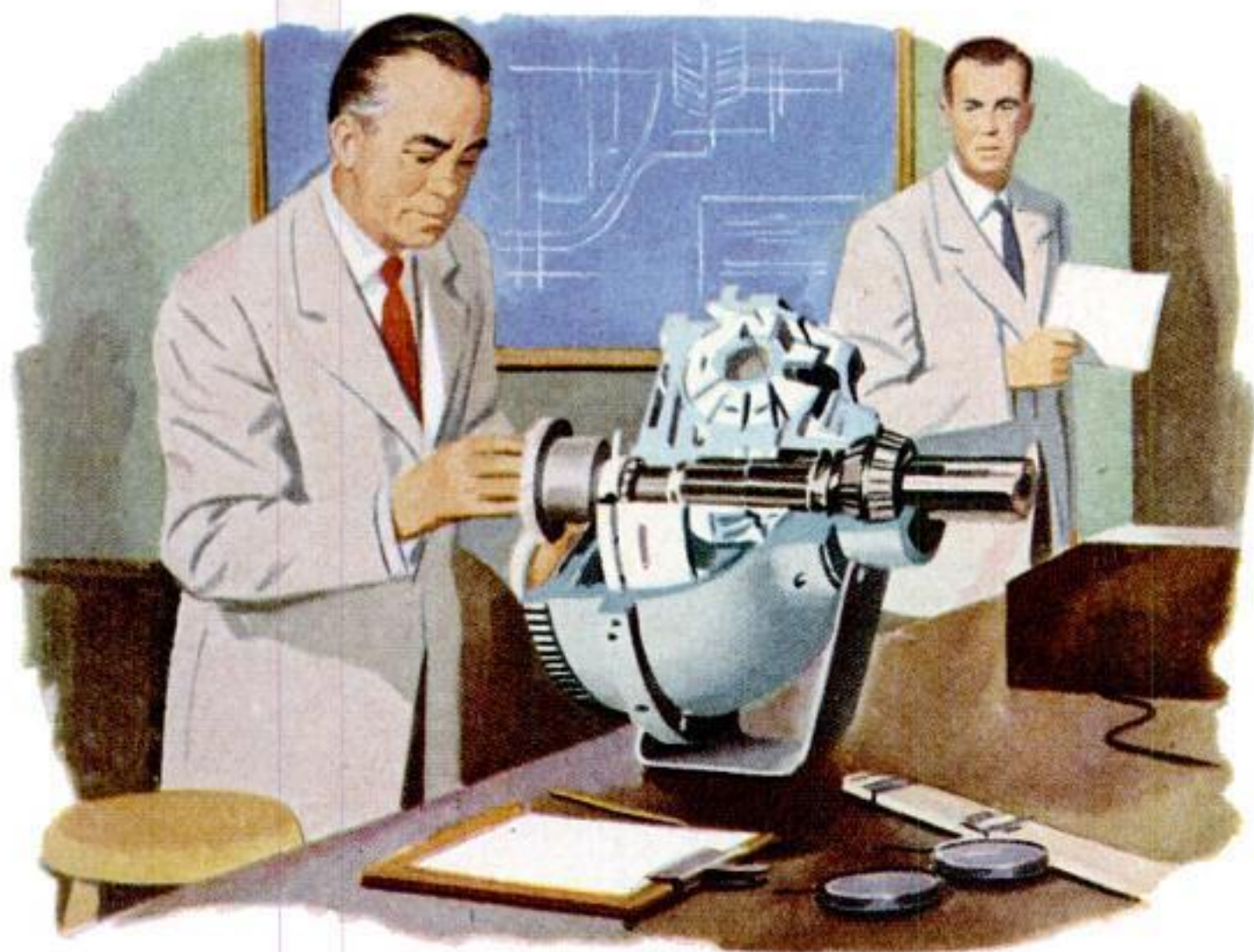
**GM DIESEL-POWERED
FISHING BOAT**
—typical of the maritime
workhorses run on Diesel
power.

GM DIESEL COACH
—a familiar sight on city
streets and highways.

GM DIESEL LOCOMOTIVE
—for all services on
American railroads.

NEW CHEVROLET TRUCK
—82 models, 9 wheelbases. A
truck for every hauling need.

**NEW DIESEL-POWERED GMC
TRUCK-TRACTOR**
—lightest Diesel ever put to
work in heavy-duty trucking.



BY CONSTANT RESEARCH on torque-converter transmissions, General Motors is steadily expanding the use of these effort-saving drives on many forms of rail and automotive transportation.



OUT AT THE GM PROVING GROUND, a heavily laden truck splashes through the "bathtub," part of countless torture runs. With the data resulting from such tests, engineers and production men can build better ton-mile economy into heavy-duty vehicles.

Key to thrifty hauling

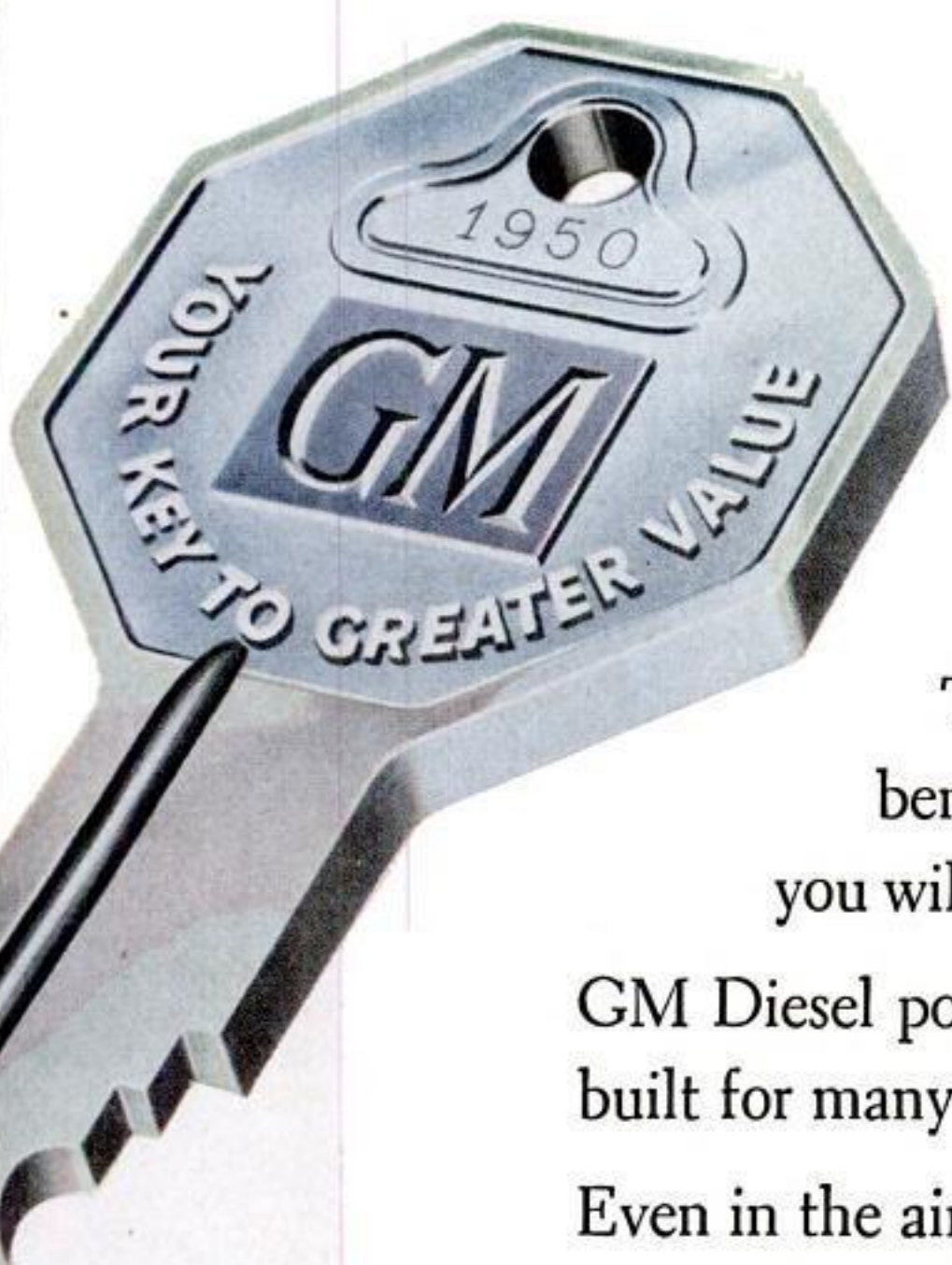
In the transportation field, General Motors seeks to develop the right power for the purpose.

Thus you will find trucks built for certain types of service benefiting by GM's betterment of gasoline engines, while in other trucks you will find the latest version of the GM two-cycle Diesel engine.

GM Diesel power has also made its contribution to the railroads—to ships built for many duties—as well as to trucks and coaches.

Even in the air, GM's search for better power has produced, in addition to the Turbo-Jets, a new Turbo-Prop aircraft engine, with a record low weight-to-horsepower ratio.

So the research, engineering and production skills which contribute value to passenger cars are likewise the key to steadily better motive power on the land, sea or in the air.



THE KEY TO A GENERAL MOTORS

*Your key to
Greater Value*



"MORE AND BETTER THINGS FOR MORE PEOPLE"

GENERAL MOTORS

GM DIESEL • ELECTRO-MOTIVE • GMC TRUCK & COACH • ALLISON AIRCRAFT ENGINES
CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC • BODY BY FISHER

Hear HENRY J. TAYLOR on the air every Monday evening over the ABC Network, coast to coast.

Doris discovers it's easy to eat fancy!



RECIPE

BIRDS EYE GREEN BEAN LUNCHEON PLATTER

- 1 box (10 ounces) Birds Eye French Style Green Beans
- 2 tablespoons butter
- 1/8 teaspoon marjoram
- 2 tomatoes, sliced and broiled
- Garlic Croutons
- 2 slices bacon, fried until crisp
- Chopped parsley

Cook tender farm-fresh Birds Eye French Style Green Beans as directed on package. Drain; add butter, marjoram.

Arrange on serving platter with broiled tomato slices and croutons. Garnish tomatoes with pieces of bacon and chopped parsley. Makes 3 or 4 savory servings.

Garlic Croutons. Melt 2 tablespoons butter in saucepan. Remove from heat. Add 1 clove garlic, crushed, and let stand 1/2 hour. Then place over low heat until butter is melted again. Remove garlic. Spread 1 1/2 cups 1/2-inch bread cubes over baking sheet. Sprinkle with melted butter. Bake in moderate oven (350°F.) 10 minutes, or until golden brown, turning once or twice.



Product of General Foods

BIRDS EYE - BOUND TO BE BETTER!

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THE DEFENSE OF EUROPE

IT CAN BE MADE A REALITY IF DECISIONS ARE MADE NOW

THE NATURE OF POLITICS

President Truman was really worried last week. For one whole day the White House executive offices were in turmoil—something that had hardly ever happened before in Harry Truman's five years of occupancy.

What caused the worry and the turmoil? The Communist conquest of China? The defenselessness of Europe? The discovery of traitors in the government? The national debt and the national deficit? No—all these are things to be taken calmly in the presidential stride. It was something much more serious—the Marines had been "insulted." And *that* could really lose votes.

Herein is a wonderful commentary on America and American democracy. A politician can make the most frightful blunders in foreign affairs—and lose no votes. He can bring the nation and civilization itself to the brink of disaster—and lose no votes. But let him say the wrong thing about the Marines or motherhood or the price of meat and then he finds he's had it.

We think it would do President Truman a lot of good to take a whale of a licking in the November elections. And we would also like to think that the American electorate is growing up, mentally, and that when it rebukes Truman at the polls it will be for his fundamental errors of statecraft and not merely for a breach of etiquette.

P.S. Naturally we're in favor of etiquette, too.

PROVOKING INFLATION

The recent round of wage raises in the automobile industry means that a big segment of labor has successfully "positioned" itself before the election in anticipation of price and wage ceilings later. The only catch in this sort of jockeying is that prices will almost inevitably go up before the election, too. Thus the threat of "controls" brings on the very inflationary situation that controls are supposed to avoid. The moral? Either control at once, without any advance warning, or do not control at all. There's no good way in between.

This week the Big Three of the Council of Foreign Ministers, which is the governing body of the North Atlantic Treaty Organization, met in New York to speed the defense of Europe. And, as if to strengthen the hands of the ministers, there are reports from Washington that the Administration has decided to back a program which would incorporate Western Germany into a European defense system, send substantial numbers of American GIs to Europe and put a U.S. general in charge as commander of the North Atlantic Treaty Organization forces.

With such a show of decisiveness in the making, it begins to look as though the arming of the West against what Winston Churchill has called the "terrible facts" of Soviet military might is about to begin to start to emerge from the talking stage. We use this bit of redundant verbiage advisedly. For while the gab about rearmament has been going on as interminably as a philosophical harangue in a barbershop, of action there has been next door to nil. At this precise moment in history the defense of Europe can be summed up in a word—it ain't.

The reason for such a state of affairs is partly due to the vogue of "neutralism" which raged for so long in Western Europe. But even more it derives from empty-headedness on the part of the U.S. Three years ago the U.S. decided it had better do something to help save Western Europe from Communism. It has spent billions of dollars for ECA aid to rehabilitate the European economy—on top of other philanthropies. This program of butter not guns hit its mark insofar as the internal Communist menace was concerned: there isn't a local Communist party in Western Europe that hasn't declined since 1947. But, paradoxically, the butter-not-guns program has made Western Europe more vulnerable than ever to the Communist evil from without. By putting wealth in a place where it is best calculated to excite the practical envy of Stalin, it has invited a swoop by the scores of Soviet divisions that are quartered in Eastern Europe. Against the ready Soviet troops there stand a dubious 12 divisions in Western Germany, France and Belgium. The U.S. atom bomb might destroy any number of cities deep within the Soviet heartland, but it could hardly halt the march of the ready Soviet legions to the shores of the English Channel.

The ECA program has been a good thing for Europe—and for Western civilization. But it was a one-sided program from the very start. The lesson of 1950 is that the U.S. made a bad mistake when it almost completely sidetracked the Truman Doctrine (with its emphasis on arms to fend off Communist aggression!) in favor of the Marshall Plan. For the sake of realism, at least a touch of the original Truman Doctrine theory should have been incorporated into the Marshall idea. At the very least the U.S. State Department should have insisted that Europe do what it could to build up its own defenses

as a condition of receiving economic aid from America. The U.S. embassies should have been busy long since with the prod.

Wiser heads among the Europeans would have welcomed both a continuation of the Truman Doctrine and an application of the prodding stick. Churchill has never made any bones about Europe's need for arms, and more than a year has passed now since the French General de Lattre de Tassigny expressed the view that an American commander in chief should be put in charge of an over-all European defense. Meanwhile U.S. officials in Paris and elsewhere have done little or nothing to stir the more laggard Europeans to an appreciation of what Churchill and De Lattre de Tassigny have been saying. This error of omission cannot be blamed on the embassies; it was a failure, a complete lack of awareness, in Washington itself.

The failure is the more egregious because of the pretense that U.S. commitments to defend Europe have precluded a dynamic U.S. anti-Communist policy in Asia. Secretary Acheson has permitted China to go down the drain in order to concentrate on saving Western Europe, yet he and other policy makers have done little until this year to make the defense of Europe a reality.

At this date a realist might be forgiven for saying to Europe: "Go ahead and *be* neutral. You aren't ready to fight, and we have let you down by giving you butter instead of guns. Our atom bomb can hardly defend you against a Russian force without at the same time obliterating your cities. And we won't have an army in the U.S. capable of rescuing Europe for three or four years to come."

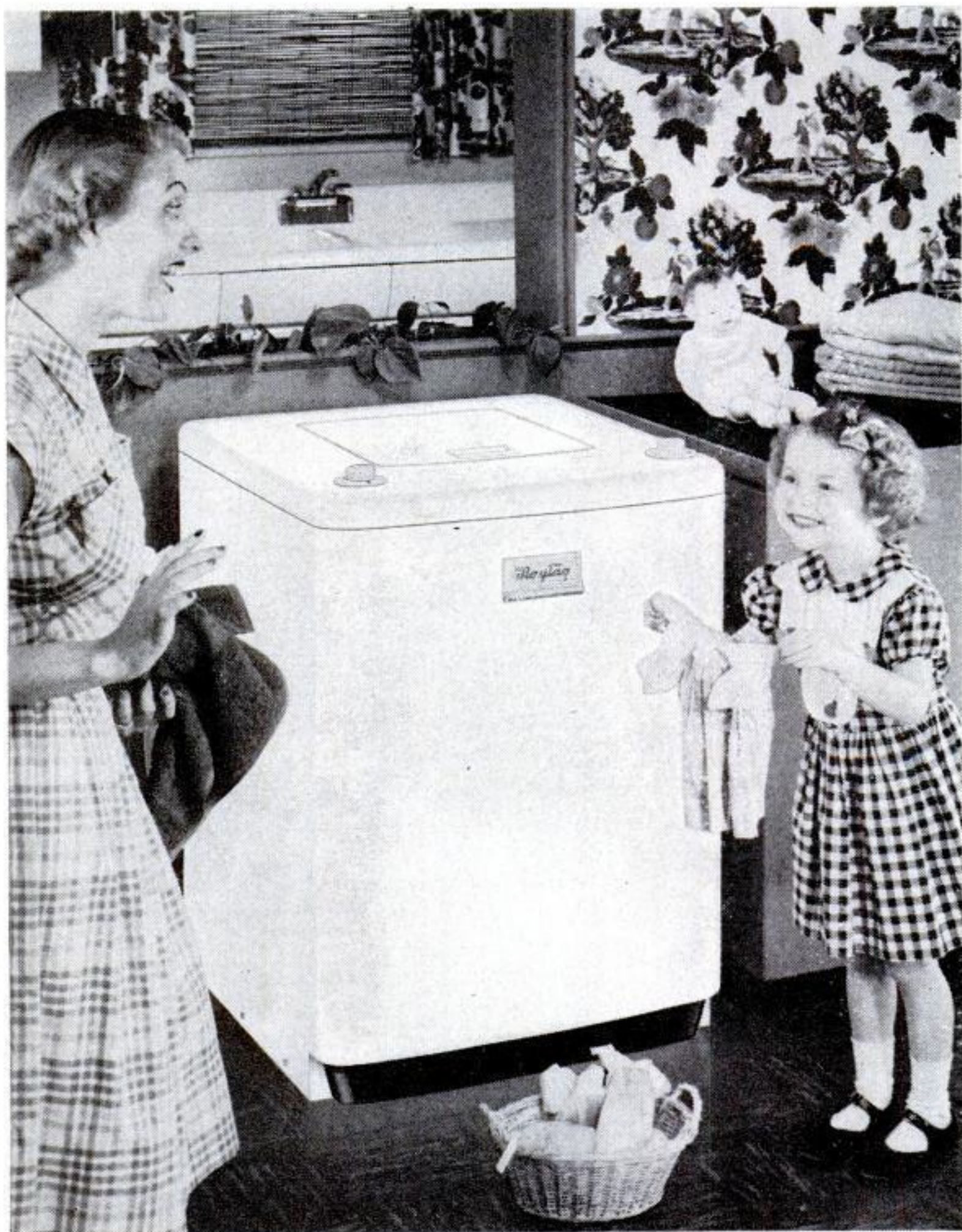
Such realism, however, goes against the grain of honor. It also ignores the chance that Russian fear of the atom bomb may give the West a couple of years of grace in which to prepare. On this slim assumption there may yet be time. But only if the West gets busy *now*.

There are myriad decisions to be made. Western Germany must be rearmed. The number of ready divisions in Europe must be increased to 50 or more. There must be a unified command, preferably under an American general who has the confidence of Germans and French, Belgians and British. American divisions must be placed in Europe in sufficient strength to prove that the U.S. is ready to take part in something more vigorous than a quick retreat to the Pyrenees and Spain. And Europeans must stop thinking that the standard of living is sacrosanct above all, for if Soviet Russia takes over there won't be any standard worth mentioning.

Before any of these decisions mean anything, however, there must be a will to prevail over Russia in the struggle. The U.S. must take the leadership in creating that will; it must have a secretary of state who conceives his job in heroic terms. Dean Acheson has never cast himself in that mold. Either he should be fired, or Mr. Truman should build a fire under him capable of moving him now as he has never been moved before.

In LIFE next week: "How MacArthur Would Face Russia" and "Mexico's Lost Canyon"

For cleanest clothes...the MAYTAG AUTOMATIC



Only Maytag has Gyrafoam Action!

Maytag is the only automatic with famous Gyrafoam washing action—proved through use in millions of homes as the best way to remove all dirt safely.

The completely automatic Maytag washes, rinses, and spin-dries your clothes until spotlessly clean, tangle-free, almost ready to iron.

The name **Maytag** on any washer you buy—the new automatic or the conventional—means finest performance year after year.

So see your next washer—a Maytag—at your dealer's today!

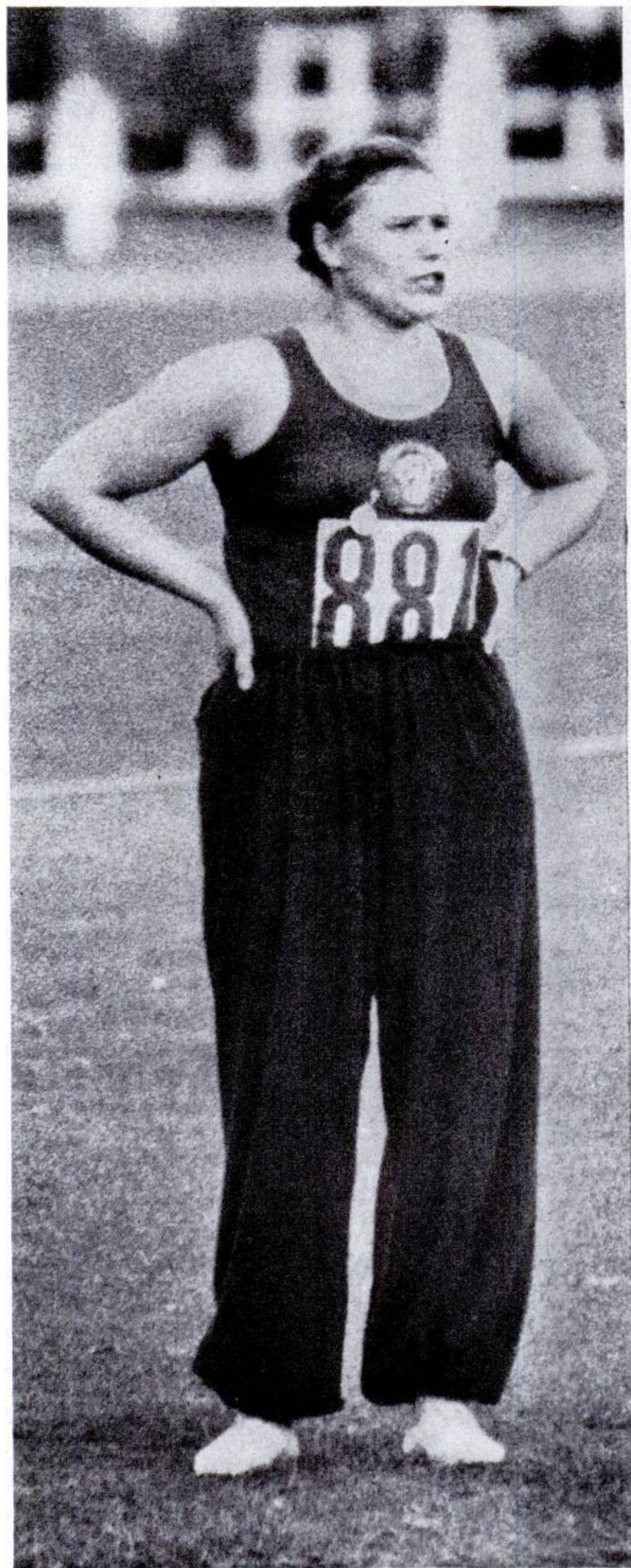
The Maytag Company, Newton, Iowa

Maytag

WASHERS • IRONERS • RANGES • FREEZERS



America's Favorite—The Maytag conventional—choice of more than 6,000,000 homemakers. Three models to choose from. Ask your dealer for a free Maytag home demonstration.



FEROCIOUS ANNA ANDREEVA EASILY WON SHOT-PUT CHAMPIONSHIP WITH

THE STRONGER SOVIET SEX

Ladies from the U.S.S.R. outdo the Russian men and win European track meet for the motherland



A 45-FOOT TOSS, BUT WISTFUL V. VOLKOV PLACED SIXTH IN DECATHLON

The father of Russia's revolution, Lenin, once remarked, "People are not alike; one is strong, another is weak. . . ." Spectators at the Fourth European Championship games in Brussels could have concluded that Lenin was comparing Soviet women with Soviet men. The Russian track team won the meet with 112 points (Britain: 108, France: 107). But the Russians owed their victory to strong Red ladies, who won 73 points competing against other European ladies. Frail Red males made only 39 points. The girls won the shot-put, javelin, broad jump, discus. The men won only the 400-meter relay and hop, step and jump. Even this was a qualified triumph—the relay team was coached by a woman.

CONTINUED ON NEXT PAGE

GREAT NEWS FOR COFFEE LOVERS!

THE NEW, IMPROVED INSTANT SANKA



You can see the difference—the richer, finer coffee color of new, improved Instant Sanka. See how much more quickly, more completely it dissolves in the cup!



You can taste the difference! More flavorsome, more full-bodied—a wonderful new "real coffee" taste. A flavor such as you've never tasted before in any instant coffee—even Instant Sanka!

Feel The Wonderful Difference That Sanka Always Means!

Because Sanka is 97% caffeine-free, it can't possibly keep you awake or get on your nerves.

Product of General Foods



NEW, IMPROVED
FLAVOR
—and new economy
now that
Instant Sanka costs
so much less

All coffee—real coffee—superb coffee . . . 97% caffeine-free. You can drink it and sleep!

made to fit
every woman,
 softly...
 graciously...



Marvella SNUG-FLEX*
SIMULATED PEARLS

just for you...

an exquisite collar
 of Marvella pearls—a fitting
 wear-with-all for women
 of fashion.

adjust to you...

The difference in SNUG-FLEX
 makes the difference
 in appearance. Strung
 on nylon-covered elastic
 for lasting strength and un-
 matched adjustability, only
 SNUG-FLEX assures flexibility
 throughout the necklace.

1 strand SNUG-FLEX—\$3.00
 2 strand SNUG-FLEX—\$5.00
 3 strand SNUG-FLEX—\$7.50
 other SNUG-FLEX collars to \$25.00
 plus Fed. tax

identify THE LOVELIEST PEARLS MADE BY MAN
 by the name MARVELLA on the clasp.
 at all fine stores

* REG. U. S. PAT. OFF.



383 Fifth Avenue, N. Y. C.

Russian Team CONTINUED



BURLY HURDLER Katarine Totchenova did badly in this event but she placed second (behind Anna Andreeva) in shot-put to add five points to total.



TRIPLE THREAT Eugenie Setchenova coaches men's relay team. She also personally made 10 points by placing second in the 100- and 200-meter dashes.



Refresh... Add Zest to the Hour

In town, ice-cold Coca-Cola is around the corner from anywhere.

But out where there are no corners, the hero of the party is the one who brings the Coke along—ice cold in the handy picnic cooler.



Ask for it either way... both trade-marks mean the same thing.

Wonderful News! Now it's
easier than ever to find your size...

Naturalizer®

at your store during the Fit Parade... Sept. 16 to 30

No wonder the Naturalizer way to buy shoes is fast becoming a national habit! There's no guessing about style, no "just hoping" to find your size. Naturalizer's Treasure Chest brings you the top-selling shoes of the season in a complete range of sizes (check the chart). Prove to yourself how wonderfully Naturalizers fit.

Visit your Naturalizer retailer during the Fit Parade. See these six sales-tested shoe favorites. See for yourself the fine leathers, the smoothly tailored fit, the beautiful workmanship that make Naturalizers such outstanding shoe values—at such a surprisingly little cost. Naturalizer Division, Brown Shoe Company, St. Louis.

Shoes illustrated,

9⁹⁵ and 10⁹⁵ HIGHER DENVER WEST

Other styles, 8.95 to 10.95



CLIFF



SABER



FASHION



DANE





TREASURE CHEST

*featuring the season's six
best selling shoe styles*



NATURALIZER SIZE CHART													
	4	4½	5	5½	6	6½	7	7½	8	8½	9	9½	10
AAAA						✓	✓	✓	✓	✓	✓	✓	✓
AAA					✓	✓	✓	✓	✓	✓	✓	✓	✓
AA				✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
A		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
B	✓		✓				✓	✓	✓	✓	✓	✓	✓
C													



DUO



DENISE

*the shoe with the
beautiful fit...*



Be Happy - Go Lucky!

I like to throw a tricky curve,
But this I'll tell you straight -
The strike that I like best of all
Is Lucky Strike - it's great!

Enjoy your cigarette! Enjoy truly fine tobacco that combines both perfect mildness and rich taste in one great cigarette - Lucky Strike!

Perfect mildness? You bet. Scientific tests, confirmed by three independent consulting laboratories, prove that Lucky Strike is milder than any other principal brand. *Rich taste?* Yes, the full, rich taste of truly fine tobacco.

Only fine tobacco gives you both real mildness and rich taste. And Lucky Strike means fine tobacco. So enjoy the happy blending that combines perfect mildness with a rich, true tobacco taste. Be Happy—Go Lucky!

L.S./M.F.T.-Lucky Strike Means Fine Tobacco

COPR., THE AMERICAN TOBACCO COMPANY

Luckies are my favorite brand
At home or on the range.
When she finds a smoke like this
A gal's a fool to change!

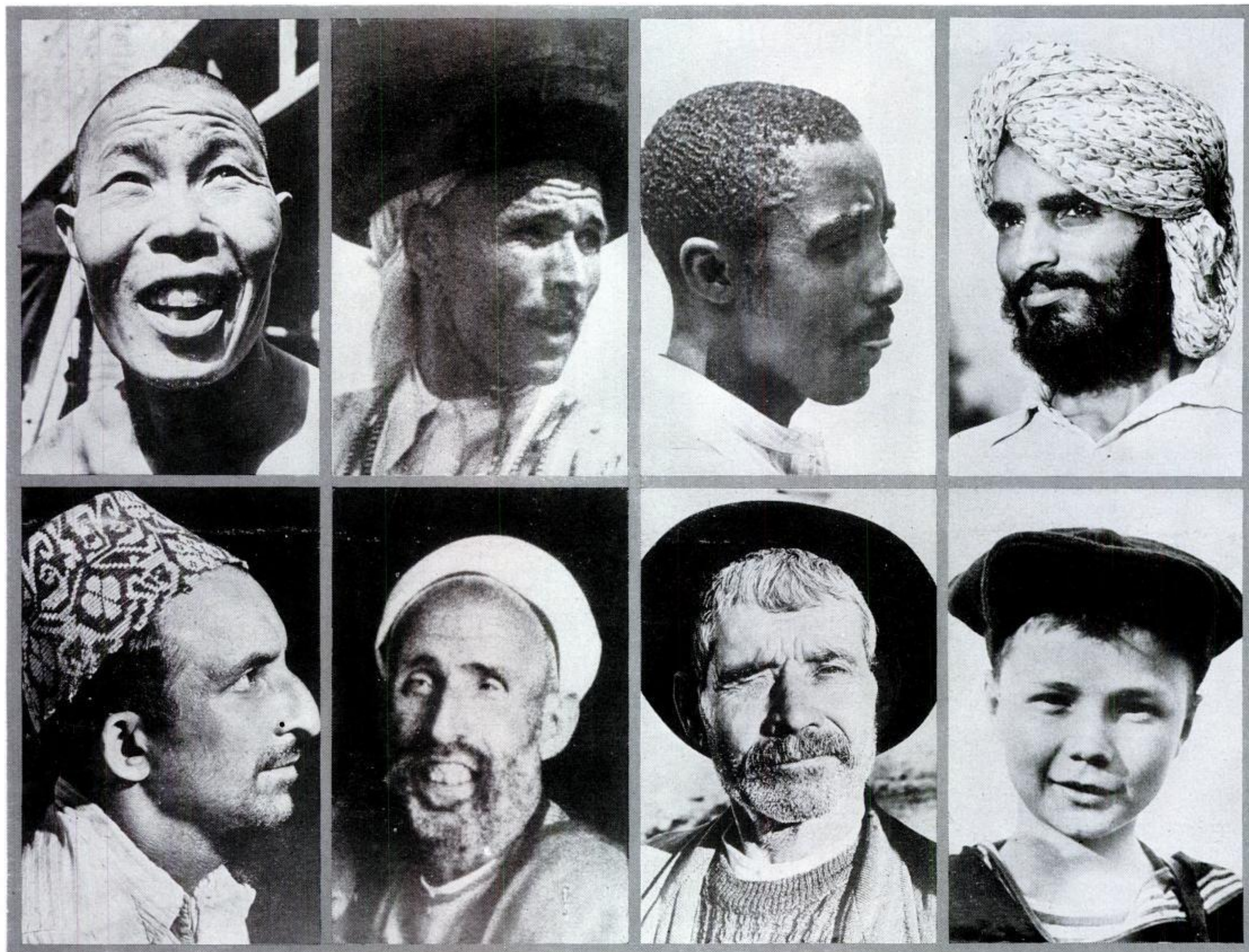
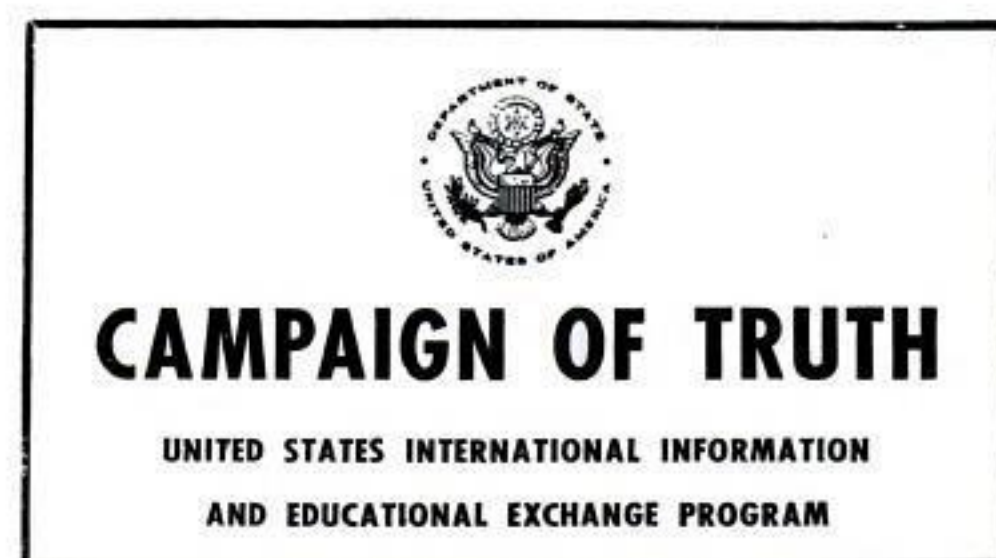
I carry letters all day long
As happy as can be.
But the letters that I really love
Are L.S./M.F.T.!



STATE DEPT. SEEKS LOUDER VOICE

Last week the subject of how to penetrate the Iron Curtain—peaceably—was getting a lot of attention. In Denver, General Dwight Eisenhower called on private citizens to “fight the big lie” by giving funds to “Crusade for Freedom” for a network of “Radio Free Europe” stations as a supplement to the Voice of America. In Washington the Department of State was trying to sell Congress on a \$100 million “Campaign of Truth.” The department’s case has been put before congressional leaders

in an illustrated presentation whose charts and pictures show how and why the department wants to spend the money. The biggest sum (\$41 million) would go into construction of additional radio facilities for the Voice of America and the balance into nonradio propaganda including books, films, pamphlets and posters to be used in countries where the battle against Communism is critical. The illustrations and captions that follow are printed as they appear in the State Department’s presentation.



This is about people . . . about a billion and a half of them in critical areas all over the world.

It is about what they think . . . about their convictions . . . about the war that is being waged for their hearts and minds.

Millions of these people are the prime targets of Communist propaganda.

The Kremlin has two objectives. One is to make Communism seem attractive to these people . . . a solution to all their troubles, a realizable dream of an earthly utopia.

The other is to make western democracy . . . and the nations that practice it . . . appear to be their enemies.

To counter lies with truth . . . for all these tasks . . . to reach all these people . . . will

cost approximately 100 million dollars over and above the 1951 budget.

100 million dollars buys one battleship like this. Powerful as it is, it is just one of many necessary wartime expendables required during an uncertain peace to say “No” to overt aggression in a language Soviet leaders understand.

100 million dollars may also buy the manpower and facilities to win the friendship and understanding of a billion people. If we succeed in winning their hearts and minds, the battleships may never have to be expended.



Grant's

Largest-Selling
8 and 12 YEAR OLD
Scotch Whiskies
in America*



FAMOUS LORE OF SCOTLAND

Altho the exact age of the Aberdeen "doddies", black hornless cattle, is not known, the breed has been famous for over a century. The Scotch distiller's art, however, goes back 500 years.



* Every drop of GRANT'S is either 8 or 12 years old. Wm. Grant & Sons are the exclusive proprietors of the Balvenie-Glenlivet and Glenfiddich distilleries. 86 Proof

SOLE U.S. DISTRIBUTORS IMPORT DIVISION **Austin, Nichols & Co., Inc.** BROOKLYN - NEW YORK



Let's look at a few examples of the Kremlin's method. Here, two posters from China:
 On the left, the Communist heaven.
 At the right, the people's enemy, the U.S.A.



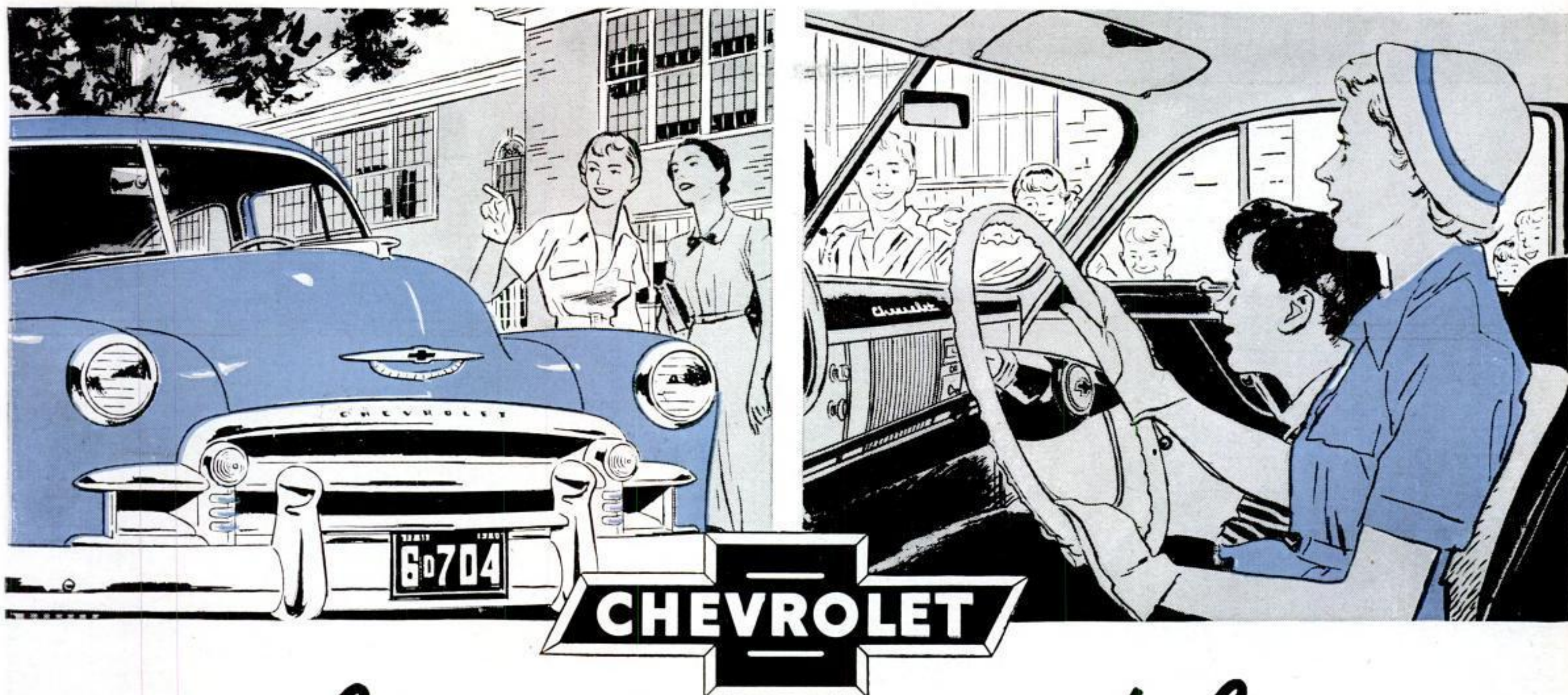
From the Soviet Union come these posters, typical of thousands. Notice the increased emphasis on the "Hate America" theme. Hate . . . designed to defeat our costly effort to unify the Free World . . . designed to foster the wishful thinking of those who would be above the struggle of today.

On our left Western Ministers dance to the tune of U.S. dollars.
 On the right: Fat, rich America hoards the profits of war.



Who are the people at whom the Soviet Union aims such crude and vicious lies? Many of them are poor. Communism tells them that their poverty is due to exploitation by western imperialists . . . particularly by the United States. Many of these people are dissatisfied, ripe for revolution. Communism seeks to focus this dissatisfaction on the West. "Hate America!" is the constantly recurring theme.

CONTINUED ON PAGE 70



first

in powerful low-cost performance

and finest

for No-Shift Driving or Standard Driving at low prices



All you have to do is *drive* a Chevrolet and you'll know here's a car that's overflowing with power . . . power for the toughest hill and the roughest going . . . and, better still, power that's as kind to your *pocketbook* as it is to your desire to go places smoothly, swiftly and dependably. For Chevrolet alone, of all low-priced cars, brings you the greater efficiency and economy of a Valve-in-Head Engine—the type of engine found in many of America's highest-priced cars and now being adopted by more and more manufacturers.



You'll get a lot more fun out of driving this car; for experience will convince you it's so easy to handle and park. That's true whether you buy a Chevrolet combining the wonderful Powerglide Automatic Transmission and 105-h.p. Valve-in-Head Engine* for *finest no-shift driving* at lowest cost, or a Chevrolet combining the highly improved standard Valve-in-Head Engine and famous Silent Synchro-Mesh Transmission for *finest standard driving* at lowest cost!

*Combination of Powerglide Automatic Transmission and 105-h.p. Engine optional on De Luxe models at extra cost.

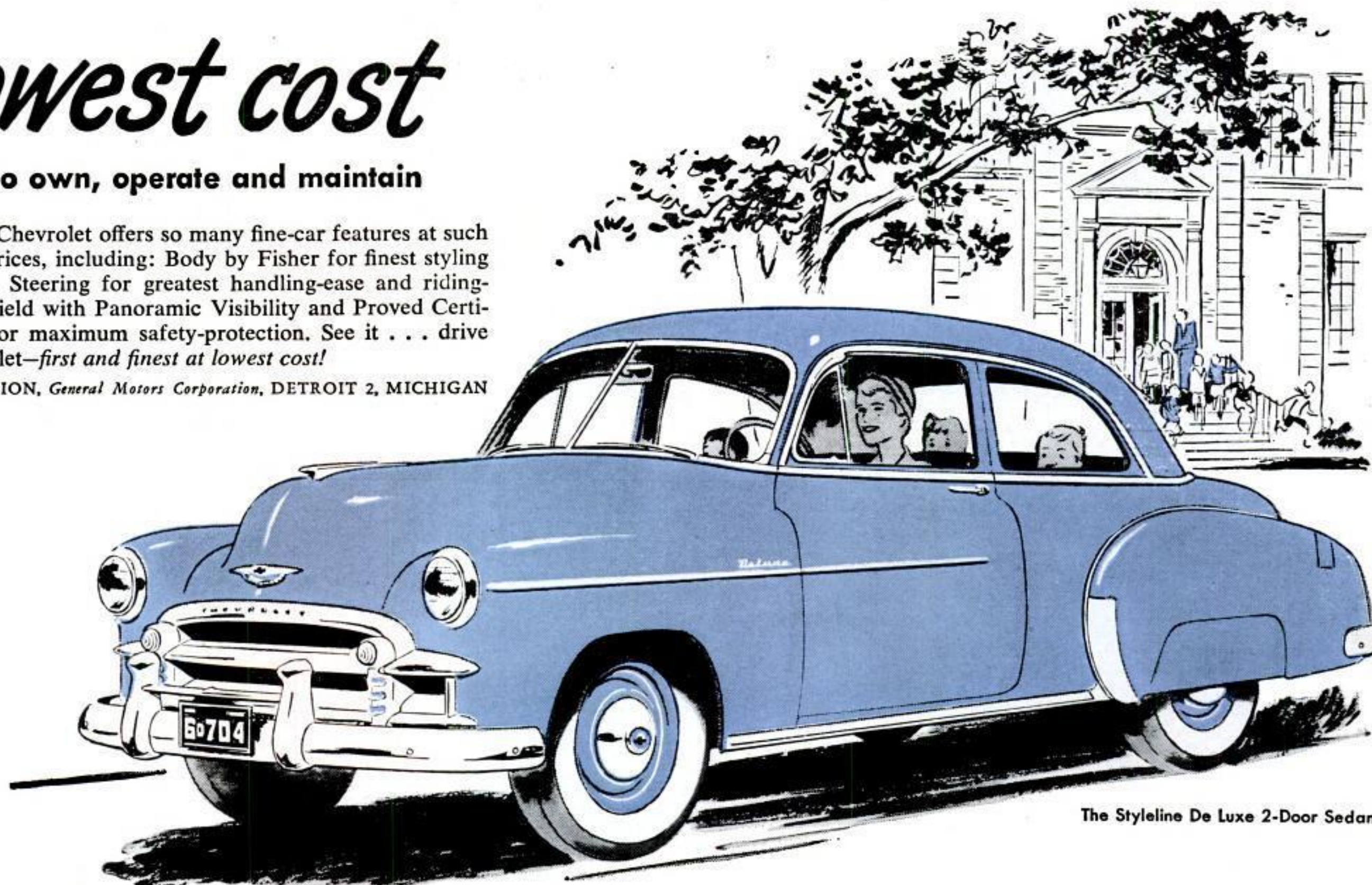
at lowest cost

extra-thrifty to own, operate and maintain



Only Chevrolet offers so many fine-car features at such low prices, including: Body by Fisher for finest styling and safety; Center-Point Steering for greatest handling-ease and riding-comfort; Curved Windshield with Panoramic Visibility and Proved Certi-Safe Hydraulic Brakes for maximum safety-protection. See it . . . drive it . . . and choose Chevrolet—*first and finest at lowest cost!*

CHEVROLET MOTOR DIVISION, General Motors Corporation, DETROIT 2, MICHIGAN



The Styleline De Luxe 2-Door Sedan

AMERICA'S BEST SELLER . . . AMERICA'S BEST BUY

small bust?
average bust?
in-between size?



IF YOUR BRA
LOOKS LIKE THIS
YOU NEED
HIDDEN TREASURE



PETER PAN

*Hidden Treasure**

(THE BRA WITH THE BUILT-IN CONTOURS)

for a **FULLER**, contour-perfect bustline
with **NO PADS-NO PUFFS**

"MAGICUP" does the trick!
The secret's in the patented
"MAGICUP". No fear of
detection or embarrassment
—because it's all you!



Without "falsies" or "gadgets" — Peter Pan's revolutionary new Hidden Treasure is your only natural answer to a full bustline. Gives both small and average figures the perfect fashionably rounded contour.

Looks no different — feels no different — but gives you a wonderful new silhouette. Wash Hidden Treasure like any other bra; keeps its shape — and yours — washing after washing.

REGULAR STYLE: broadcloth (A, B cup) \$3.00
nylon (A, B, C cup) \$3.95

STRAPLESS STYLE: nylon (A, B cup) \$5.00

Sizes: 32-36 A; 32-38 B, C.

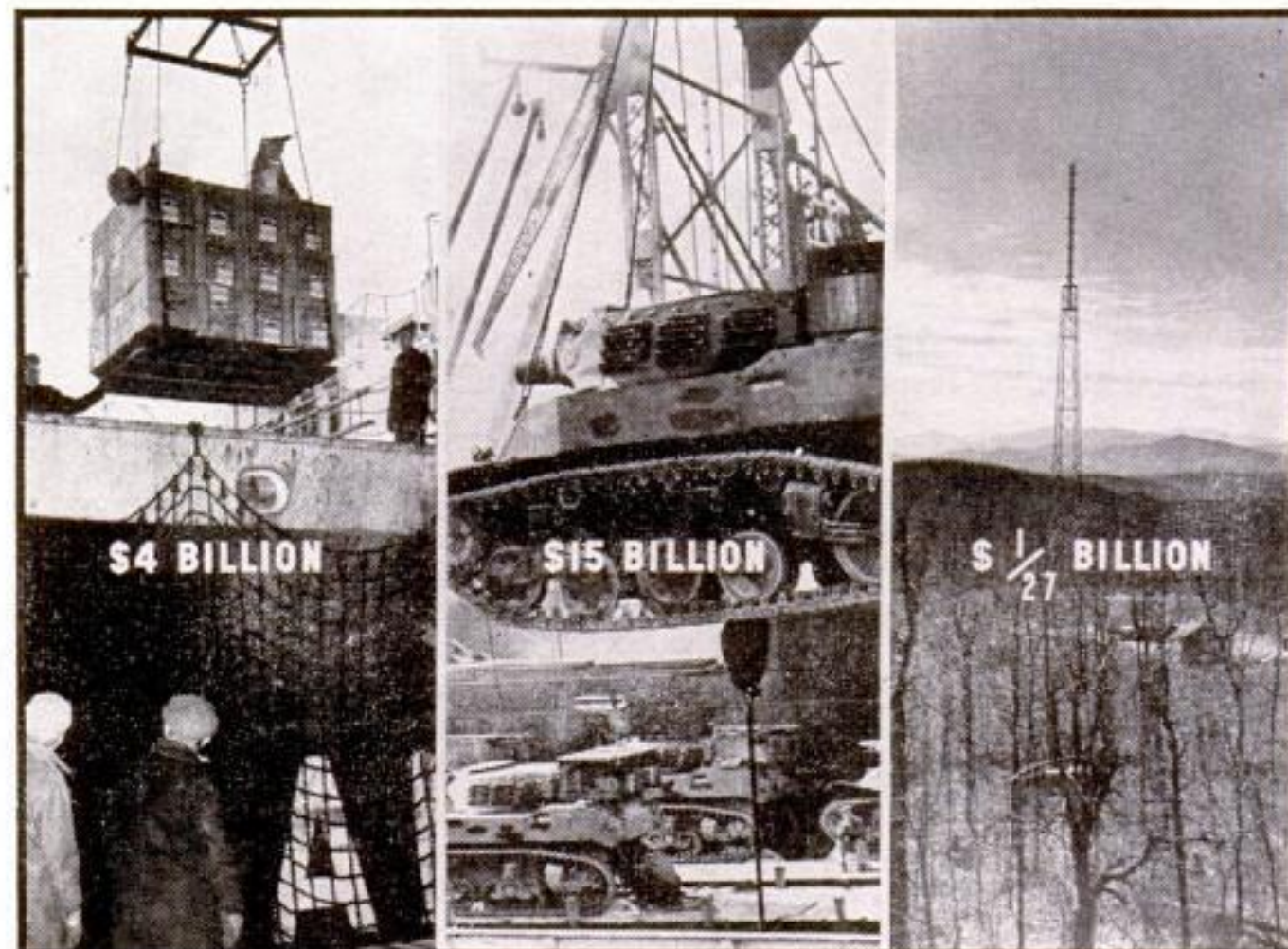
PETER PAN FOUNDATIONS, INC.
312 Fifth Avenue, New York 1, N. Y.
Merry-Go-Round of Canada, 3643 St. Lawrence Blvd., Montreal, Que.

* PAT. PEND.

STATE DEPARTMENT VOICE CONTINUED



How successful Communism has been is all too clear. Here the Communists roll into Peiping, with red flags flying, and leaflets more visible than guns. Always, the way of the aggressor is paved with insidious propaganda. People softened up. Individuals and cells bore from within. Lies, deceit, and demagoguery, and then . . . the Red coup.



What have we done to counter Communist aggression? We have given generously of money and goods . . . a total of over 4 billions of dollars a year. We are building our defenses at a cost of nearly 15 billions of dollars a year. But what of our efforts to counter Communist lies with truth? What about the struggle for the hearts, minds, convictions of people? This we are trying to do around the world with an expenditure of 36 millions of dollars a year.



It has become increasingly apparent that our effort has not been properly balanced. To counter this trend and to seize the initiative, the President has called for a great new "campaign of truth" . . . a determined, full scale effort to win the understanding and loyalty of people everywhere to freedom's cause. The Department of State was directed by the President to come up with the plan.

CONTINUED ON PAGE 72

Challenges Comparison!



The New York sky-line *Challenges Comparison* with any man-made wonder. Calvert's good taste *Challenges Comparison* with any whiskey!

**BUY IT! TRY IT!
COMPARE IT!**

Ask a friend or favorite barman to pour about 1/4 ounce of Calvert Reserve into one glass, and the same amount of your present brand into another glass—*without telling you which is which.*



**BE YOUR OWN
WHISKEY EXPERT!**

Sniff one brand for *aroma*. Taste it *critically*. Swallow *slowly* to judge its freedom from harshness. Then judge the other brand in the same way, and pick the one that *really* tastes best.



Your own good taste will tell you

It's Smart to Switch to

Calvert Reserve

CALVERT RESERVE BLENDED WHISKEY—86.8 PROOF—65% GRAIN NEUTRAL SPIRITS. CALVERT DISTILLERS CORP., NEW YORK CITY



You may have said to yourself, at one time or other: "Of course I always dreamed of owning a Beautyrest, but can I really afford it?"

If you can afford one cup of coffee a day, you can afford the "luxury comfort" of Beautyrest.

Here is how it works out: Beautyrest is \$64.50. It's guaranteed for 10 years. Divide the price by the 10 years, and you actually pay about 1½¢ a night.

In short, you get the greatest luxury value in mattresses for less than the cost of your morning

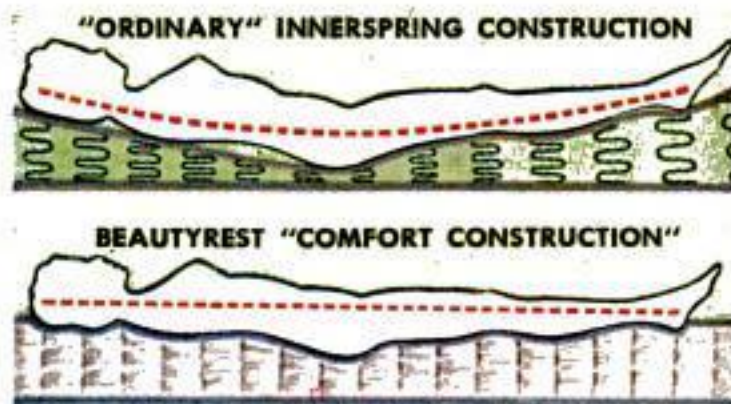
coffee. Hard to believe, isn't it? Yet true!

Your dealer has a special X-Ray Mattress Demonstrator that will show you the inside story of why Beautyrest is so much more comfortable than any other mattress. Stop in and see it today!

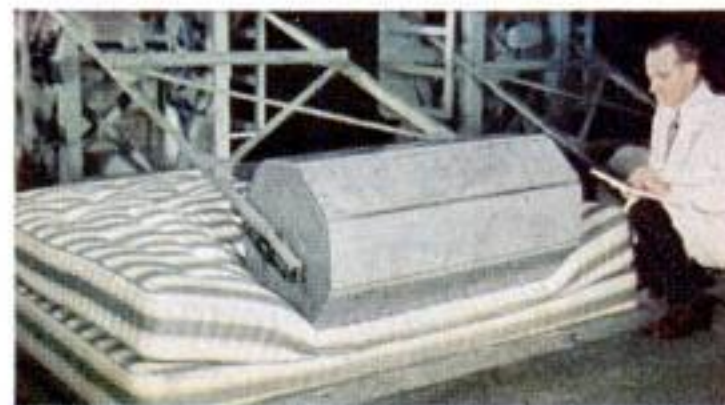
The luxury of a **BEAUTYREST**...yours if you can afford a daily cup of coffee!



Glass of Water Proves Difference. Note how water glass on spring *doesn't spill* when near-by springs are pushed down. Proof that each of the 837 springs in Beautyrest acts *independently*. Gives you just-right support... "Levelized Support"... all night long!



You Rest Better. Chart at top shows ordinary mattress. Springs are tied together. Pull each other down, form hollow. Lets body sag. BUT see how independent spring action of Beautyrest lets you sleep with every part of your body supported *correctly*!



Longer Life. "Torture Tester" at the United States Testing Co. proves that Beautyrest lasts over twice as long as any other mattress tested. For Beautyrest took 740,744 more poundings, from 275-pound "Torture Tester" roller than next best mattress.

TESTS PROVE BEAUTYREST FIRREST!



Dr. Taylor

A test that was made recently at the United States Testing Co. by Dr. T. Smith Taylor proved Beautyrest the firmest of all mattresses tested.

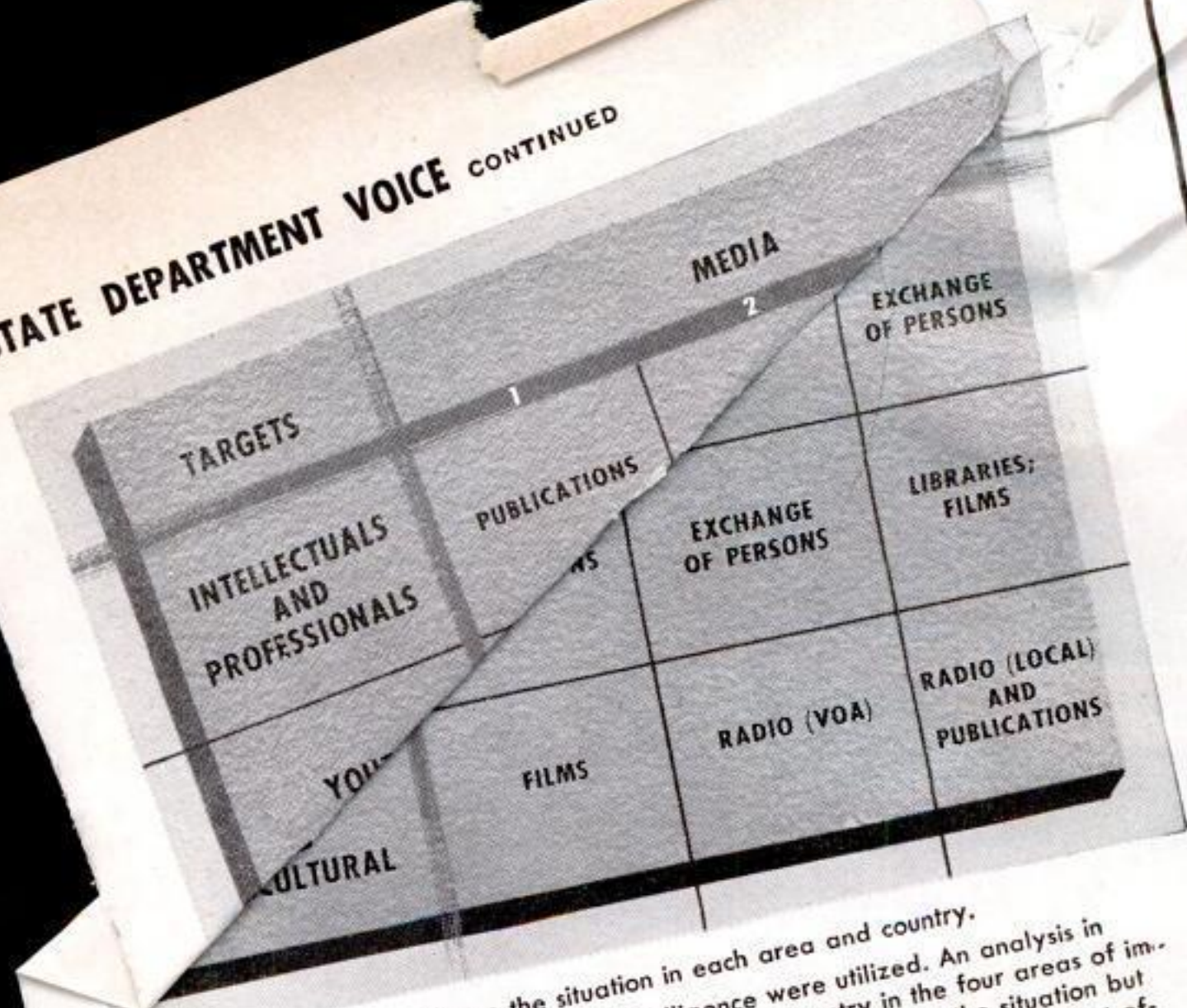
Proof: A man was lowered onto heat-treated plastic sheets covering the mattress. When plastic cooled, the depth his body had sunk into the mattress was measured. Beautyrest proved **FIRREST**, the most "levelized" of all!

Only Simmons makes **BEAUTYREST**

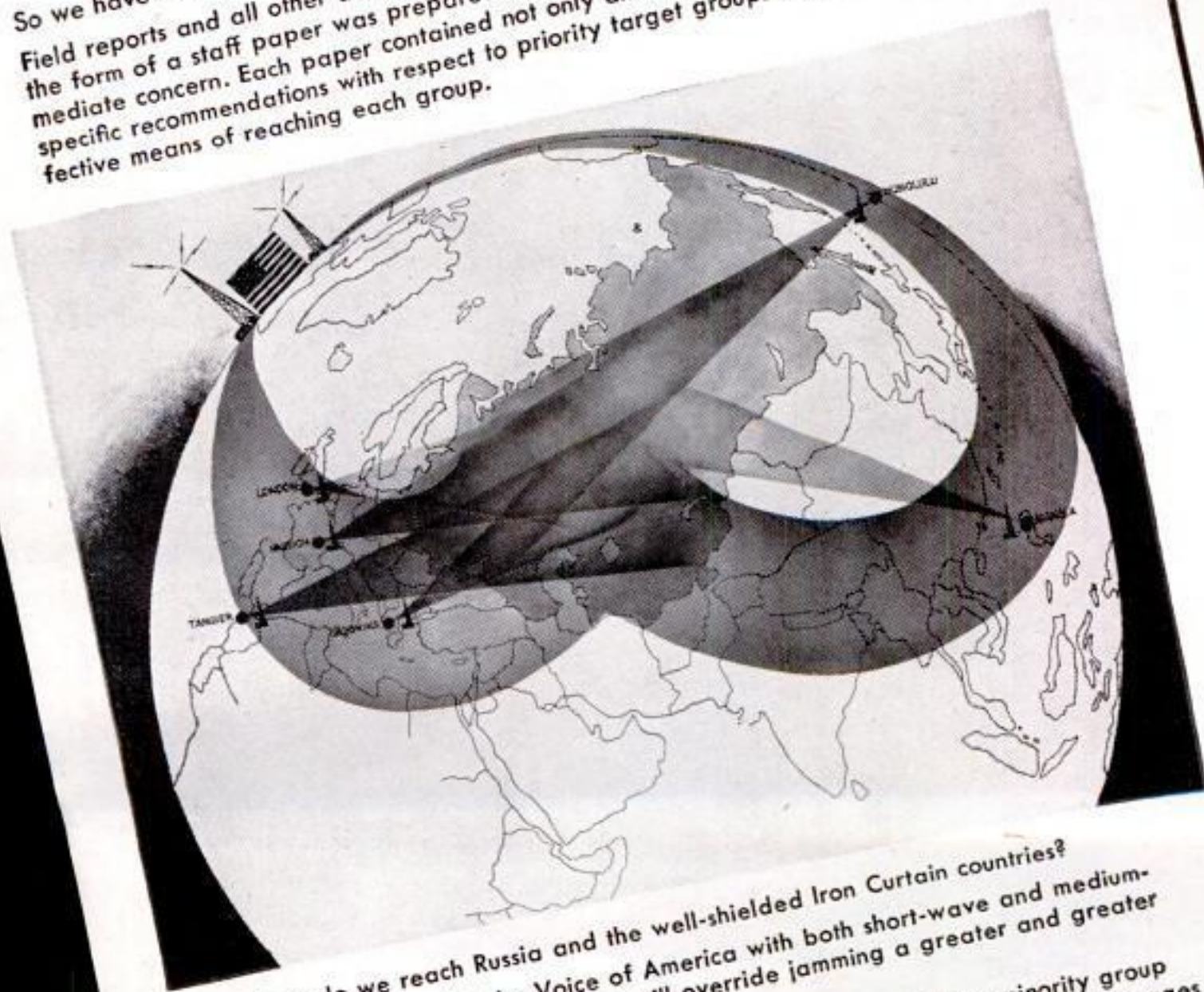
ALSO FROM THE HOUSE OF SIMMONS: Beautyrest Box Spring, ideal companion to Beautyrest* Mattress, \$64.50. Deepsleep* Mattress, \$44.50. Hide-A-Bed.* Babybeauty* Mattress. Ace* Spring.

*TRADE-MARK REG. U. S. PATENT OFFICE. COPR. 1950 BY SIMMONS CO., MDSE. MART, CHICAGO, ILL.

STATE DEPARTMENT VOICE CONTINUED



So we have had to analyze the situation in each area and country. Field reports and all other available intelligence were utilized. An analysis in the form of a staff paper was prepared for each country in the four areas of immediate concern. Each paper contained not only an analysis of the situation but specific recommendations with respect to priority target groups and the most effective means of reaching each group.



But how do we reach Russia and the well-shielded Iron Curtain countries? First, by strengthening the Voice of America with both short-wave and medium-wave facilities to a point where it will override jamming a greater and greater percentage of the time. Second, by initiating broadcasting in Estonian, Latvian and other minority group languages... languages often officially forbidden by the Soviet regime... languages which these peoples will take great risks to hear... Third, by enlisting the resources of American ingenuity in the development of other ways of piercing the Iron Curtain by any means, however unconventional, which may be effective.

美国的学徒训练计划

light and mighty

It beats...
as it sweeps...
as it cleans

ONLY
54⁹⁵
and your old cleaner

easiest handling cleaner

THE



that brighter
...longer-lasting
looking-glass
shine!



Polish gives a
our other
Esquire
en, more
any other
wonder
of your
shoes . . .

STATE DEPARTMENT VOICE CONTINUED



In this stepped-up campaign of truth, private enterprise will be asked to make even greater contributions . . . will receive from the Department even more cooperation . . . firms who advertise abroad . . . international film distributors . . . international publications . . . first and second generation Americans . . . exporters . . . importers . . . tourists . . . everyone who can help us and whom we can help will be mustered into service.



One more question: Will it all work? Will it produce practical, measurable results? The answer is suggested by the record. In Italy, for example, where it did work. Where it wrenched a pivotal area from the very grip of Communism. Where democracy won a bloodless battle of ideas. Here the Communists were strong . . . and appealed to by a conscienceless demagog.



The policy with the built-in apple tree

Remember that special hiding place you used to have? Up in the old tree-house out behind the side porch where you used to sit and munch by the hour on the biggest, reddest, juiciest apples the world has ever known. How that particular apple tree ever happened to grow right in that particular lucky spot you never figured out. But it did! And so did you.

Protection, Security, Safety. Words like that mean little to a growing boy. As long as he has a dog, a bike, a fishpole and a worm—the world looks pretty rosy.

It isn't till a kid grows up that he learns the truth about Security. Then he understands that folks who are free to live and work and enjoy their lives without worrying about the future—build themselves the rosier world of all.

Few things fill the human heart with more deep-down happiness—

than a feeling of security. To a youngster it's a green backyard, a lamp in the window, an apple tree. But to a grown-up—it's the peace of mind a man feels when he knows his loved ones have the protection of Prudential life insurance . . . when he knows that by giving them a stake in tomorrow—he has given them and himself a brighter today.

★ ★ ★

The family that has its future made secure is the best kind for children to grow up in. A Prudential representative will be glad to show you how you can make your family's tomorrow and your own financially secure.

Enjoy the Jack Berch Show—
Every morning,
Monday through Friday, NBC.



A mutual life insurance company

THE PRUDENTIAL INSURANCE COMPANY OF AMERICA • HOME OFFICE: NEWARK, NEW JERSEY • WESTERN HOME OFFICE: LOS ANGELES, CALIF.

THE WAR ON THE TESTING GROUND

HERE IS WHAT OUR NEWLY DEVELOPED 6.5-INCH ROCKET, "THE RAM," DOES TO A TANK IN A FEW SECONDS



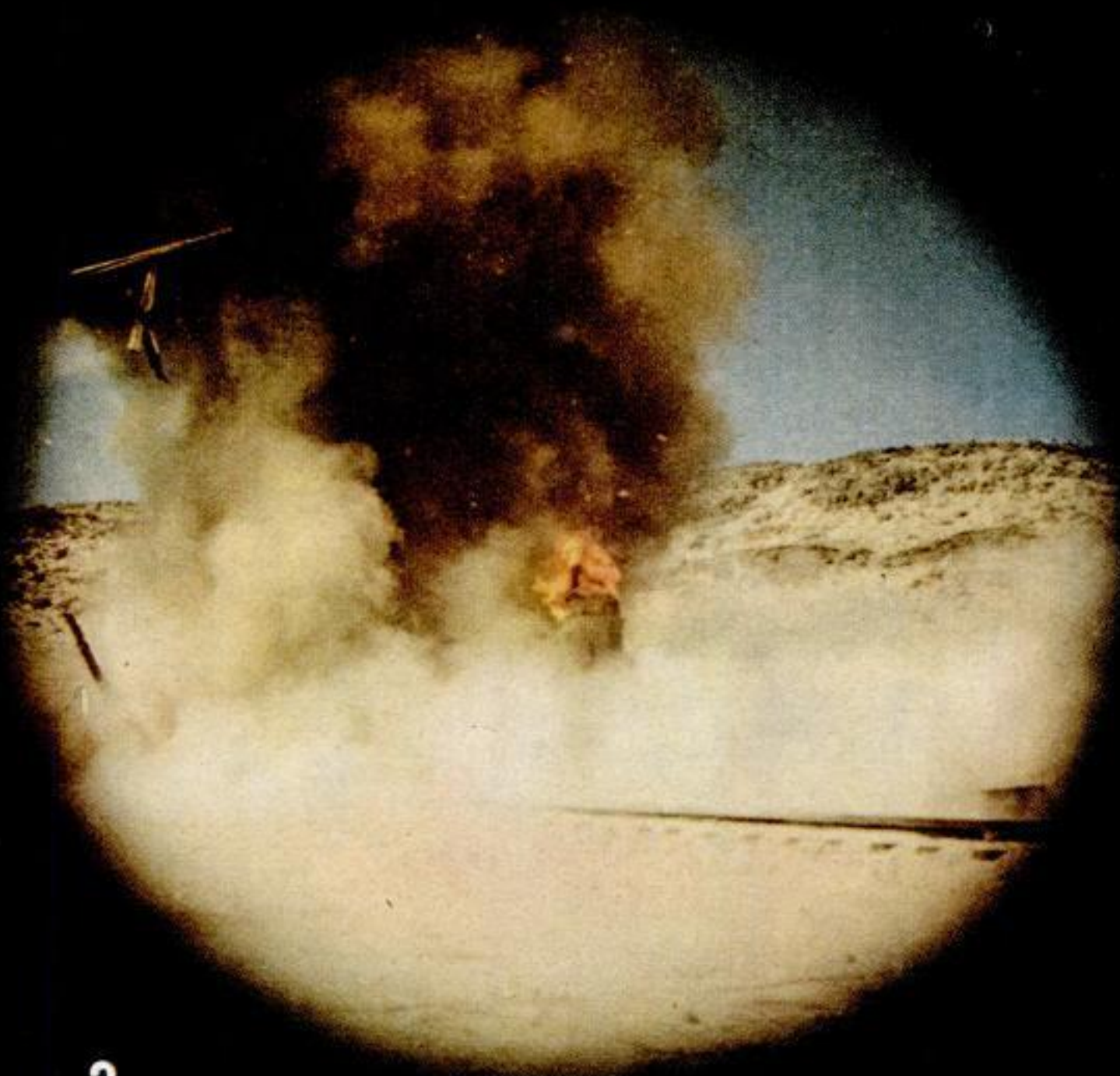
1

BEFORE RAM IS LAUNCHED AT GENERAL GRANT TANK, SAILOR SCOOTs



2

AS RAM BUTTS NOSE OF TANK, IT IS HIDDEN BY A BALL OF FLAME



3

TURRET IS ABLAZE. OBJECTS AT LEFT ARE LOOSE BITS OF LUMBER



4

TANK IS NOW A HULK. ITS CREW WOULD HAVE BEEN ROASTED ALIVE

The devastating effect of the newest antitank weapon to be used by the U.S. during the Korean war is pictured on the opposite page. A new 6.5-inch Navy rocket, the "Ram," is shown destroying a 30-ton General Grant tank at the Inyokern (Calif.) Naval Ordnance Test Station. Launched from a ground platform, the

rocket pierced extra armor welded on the tank's front and bored clear through to the rear engine. Both Air Force and Navy fighters have been using it against Communist tanks in Korea the past five weeks.

The Ram is distinguished from its predecessors, the 5-inch "Holy Moses" and the 11.75-

inch "Tiny Tim," by the fact that it is the first air-launched rocket to carry a "shaped charge" whose special constitution enables it to smash through armor which is invulnerable to most of the conventional projectiles. Its rapid development—from conference-room bull session to combat in 24 days—was a push-button miracle.



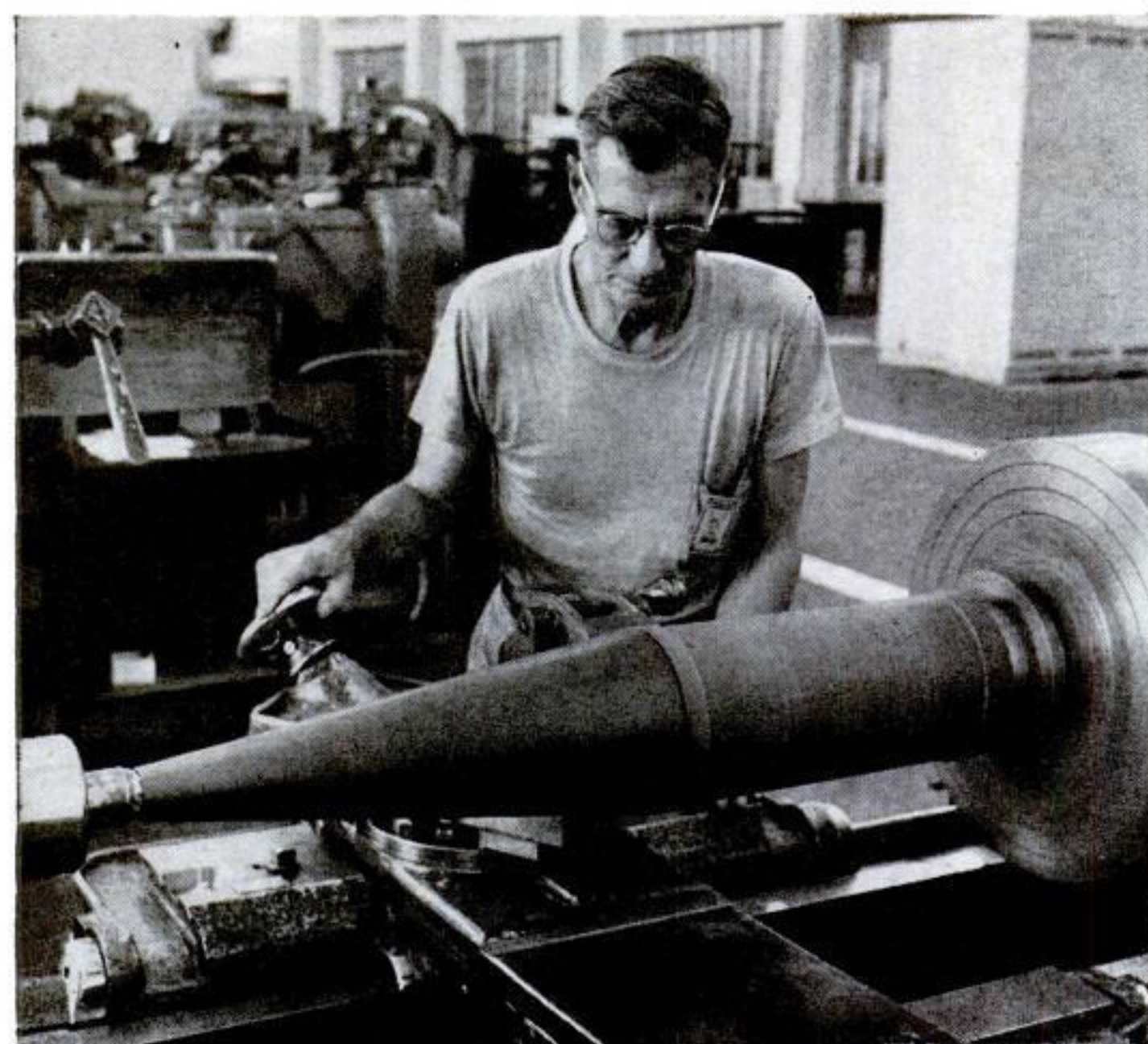
AT INYOKERN A SKYRAIDER TAKES ON NEW 6.5-INCH ROCKETS. LARGER ROCKET IN BACKGROUND IS 11.75-INCH TINY TIM, USED MAINLY FOR DEMOLITION



A RAM SCREAMS TOWARD TARGET AFTER BEING FIRED BY CORSAIR FIGHTER IN TEST RUN. NAVY KEEPS SECRET EXACT THICKNESS OF ARMOR IT WILL PIERCE



ROCKETS ARE LOADED onto a Marine supply plane for shipment to Japan and Korean war. The Ram's official name is "ATAR"—antitank aircraft rocket.

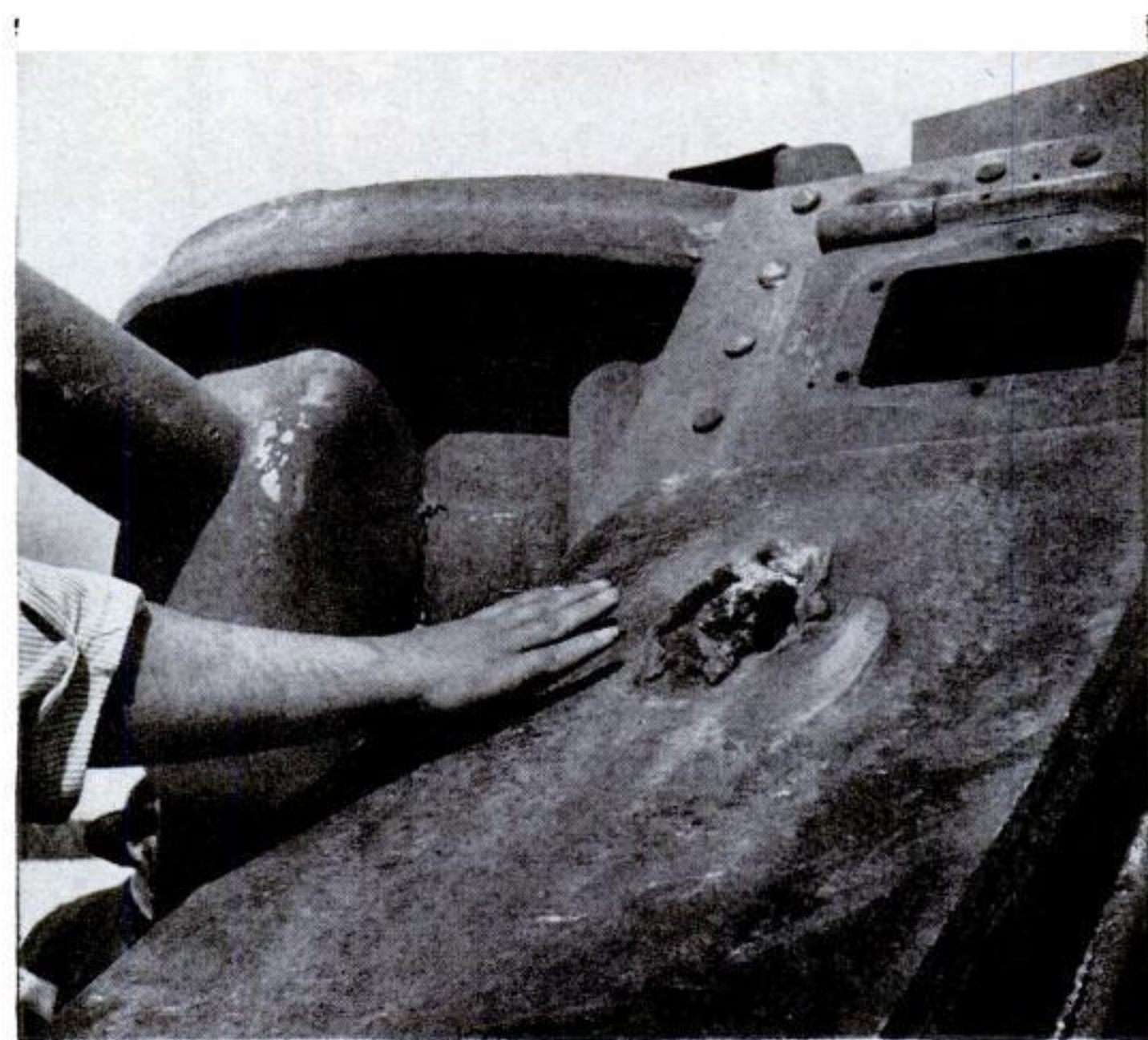


ROCKETS ARE TOOLED on lathes in machine shop. In full production they will cost about \$100. Of Inyokern's 10,000 employees, all but 1,000 are civilians.

INYOKERN WORKED FAST TO MAKE THE NEW ROCKET AND DELIVER IT

Scientists at Inyokern, where rockets and guided missiles are developed and manufactured (LIFE, Feb. 16, 1948), began working on an airborne rocket with a shaped charge 15 days after the war broke out. The shaped charge gets its name from the inverted cone hollowed out into the explosive. As the rocket hits the tank, the explosive is set off. The inverted cone acts as a funnel, directing all the force of the blast through one small area. Bits of armor are propelled inside the tank and ricochet off the walls. Meanwhile heat generated by the blast sets the tank's gunpowder, oil and gasoline afire. Both sides in World War II had antitank weapons operating on this principle—the American 2.36-inch bazooka, the German *Panzerfaust*. However the bazooka rocket fuze was too slow for high-velocity aircraft rockets, and a new one had to be developed. The first conference at Inyokern broke up at 3:30 p.m. on July 10. Seventy-one hours later the first test was fired. A civilian engineer flew the first rockets to Korea, where they were used for the first time on Aug. 3. Back in Inyokern he reported, "The pilots all told the same story. They could see the tank lifted up—whumpf. After that, flames and smoke. The boys think it's the best thing they've had so far."

"The best so far" could not come too quickly. Though U.S. airmen had got off to a good start, as shown by the color photographs which appear on the next four pages, the Ram still had a big job to do on Communist tanks.



ARMOR IS PIERCED on Grant tank shown in color photographs on page 76. Shaped charge accounts for small size of hole; most of damage is done on inside.



AFTER COMPLETING ITS MISSION, AN F-80 WHICH ESCORTED CAMERA PLANE WHISTLES OVER THE CRAGGY TERRAIN OF KOREA BACK TO ITS BASE IN JAPAN

THE KOREAN AIR WAR IN COLOR

FIRST PICTURES FROM JET IN COMBAT, TAKEN WITH NEW-TYPE CAMERA, RECORD BEAUTY AND DESTRUCTION

On these pages LIFE publishes the first aerial color photographs taken during the Korean war, and the first ever made in combat from a jet plane. They were taken at more than 400 mph by Air Force Lieut. Colonel Jacob W. Dixon, who was flying an RF-80, a reconnaissance version of the F-80, on a jet strike which smashed up Communist vehicles and communications between the towns of Taejon and Kumch'on. In a lush setting of angular green hills and well-tilled valleys, Colonel Dixon brought back a striking photographic record of scenic beauty and fiery destruction.

Dixon's pictures represent the first combat test of 14 years of experimenting by the Air Force at Wright Field, Ohio and by the Eastman Kodak Co. laboratories at Rochester, N.Y. His camera was a motor-driven

K-22 with a 12-inch lens, which takes sequence pictures on 75-foot strips of aerial Ektachrome when fired by a trigger from the pilot's cockpit. It was designed to operate at high shutter speeds (up to 1/800th of a second) from low altitudes (600 to 800 feet). The film is especially adapted to high-speed aerial photography and has the further advantage of being suitable for fast, on-the-spot processing. These pictures were developed in only 100 minutes in a tent in southern Japan, where the outside temperature was 100°, the film being washed in water which was cooled by 50-pound cakes of ice. Color film greatly broadens the field of photoreconnaissance. Present camouflage is designed to fool black and white photography. On color film camouflaged guns and equipment become glaringly obvious.

CONTINUED ON NEXT PAGE



BURNING AMMUNITION TRUCK was hit by F-8os. The force of the explosion damaged bridge at that end. Other end of the bridge has been knocked out by a bomb. Beyond the bridge are bomb craters in bed of the river, which is a Kum tributary. In the center foreground, in strip of ground between the two roads, is a camouflaged enemy anti-aircraft gun.

BURNING VILLAGE east of Taejon adjoins another knocked-out bridge, this one broken by a U.S. demolition squad that punched out a section far more neatly than a bomb could have done. Tracks show that Communist troops continued to ford the river easily. Blaze set by jets at bottom of the left-hand smoke column is in shed containing military supplies.



BURNING VEHICLE, either a jeep or a small truck, and a knocked-out Russian T-34 tank sit on the highway near Yongdong. Tracks around the tank, made

by other Communist vehicles, indicate that it has been there for some time. Craters in the nearby fields were probably made by phosphorous artillery shells.

CONTINUED ON NEXT PAGE



BURNING SUPPLY DUMPS straddle main highway at Yongdong, on banks of a nearly dry branch of the Kum. This road was the main supply line for Reds on

central Korean front. On near side of road, to right of left-hand smoke column, are bomb holes filled with water, indicating they were made some days before.

Van Raalte

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Model 16C116, above. 16" rectangular black tube. Finely figured doors and a master-crafted cabinet in genuine mahogany veneers.



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General Electric Company, Electronics Park, Syracuse, New York.

- Model 16C113. Exquisite, genuine mahogany veneers. 16" rectangular black tube.
- Model 16T4. Beautiful blond or mahogany veneered cabinet. 16" rectangular black tube.
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Television prices from \$199.95*



*Plus tax. Installation and picture tube protection plan extra. Prices slightly higher West and South.

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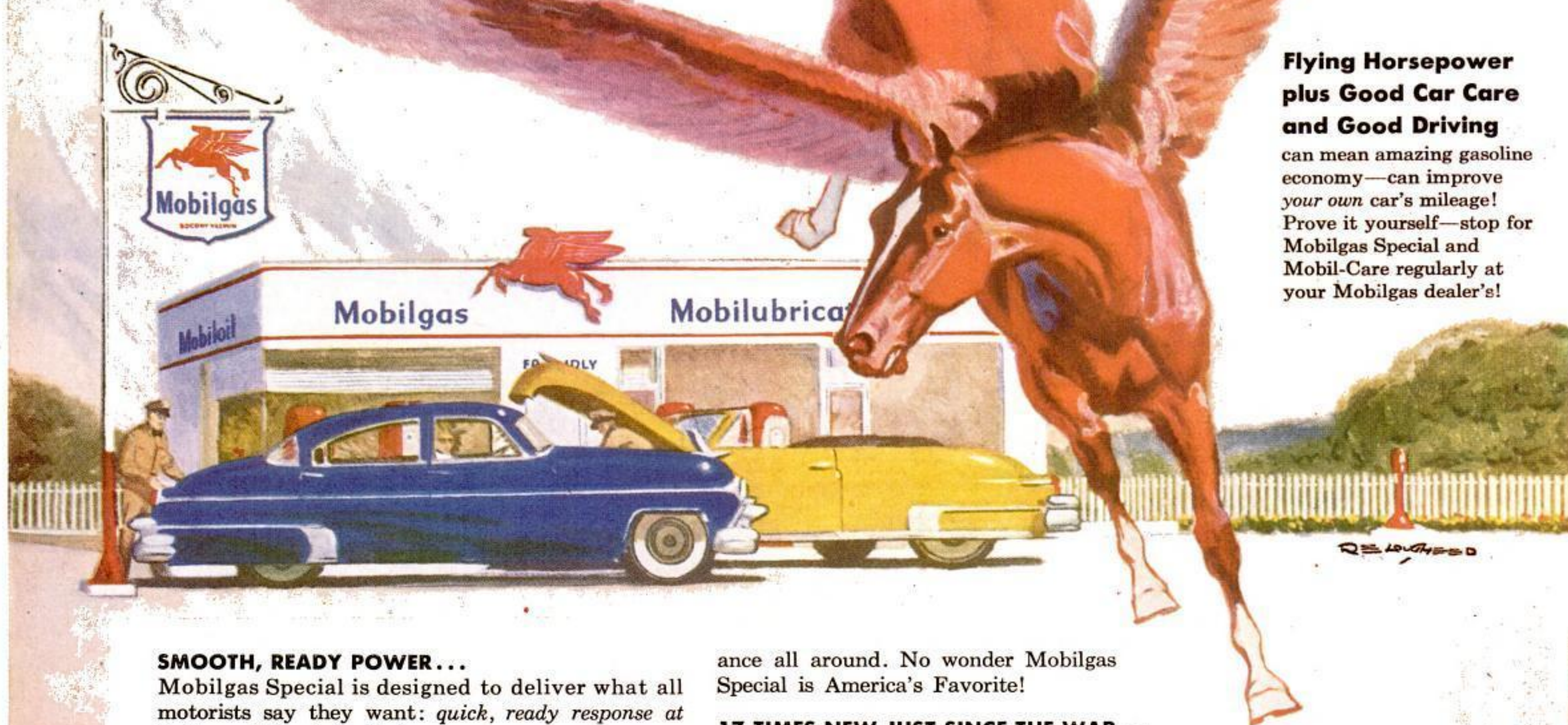


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can mean amazing gasoline economy—can improve your own car's mileage! Prove it yourself—stop for Mobilgas Special and Mobil-Care regularly at your Mobilgas dealer's!

SMOOTH, READY POWER...

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Expect fine protection against stalling, excessive dilution and gum troubles—exceptional road perform-

ance all around. No wonder Mobilgas Special is America's Favorite!

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WEARING SPECIAL EYEGASSES THAT MAKE EVERYTHING APPEAR IN REVERSE, FRED SNYDER ATTEMPTS TO SHAKE HANDS WITH A FRIEND BUT SWINGS WILD

TOPSY-TURVY WORLD

Up is down, left is right through Fred Snyder's special glasses

Life was never more confusing on the other side of Alice's looking glass than it was for 30 days in the private world of Fred Snyder. It all came about one day in July when Snyder, a University of Wichita graduate student, put on a pair of outsized eyeglasses and started to walk up a flight of steps. The steps weren't there. In Snyder's strange, new world everything was backward and upside down. The sky was where the earth should have been. The ground was overhead. His own feet seemed to be coming toward him and what a moment before had been on his left was now on his right.

... Snyder's topsy-turvy world was created by his eyeglasses, whose specially ground lenses

reversed and inverted everything he saw. As research for his master's degree in psychology, Snyder wore the glasses continuously in an effort to learn whether vision is a natural function or a process that must be learned. During the first few days he was unable to manage such simple things as shaking hands (*above*) or putting sugar in tea (*right*). But as the month wore on he adjusted to his disoriented existence and before the experiment ended was able to ride a bicycle (*p. 90*), which convinced him that seeing is a habit that is acquired and not inherited. When he took off his eyeglasses and returned to the world where people are right side up, Snyder lost his balance and promptly fell down.

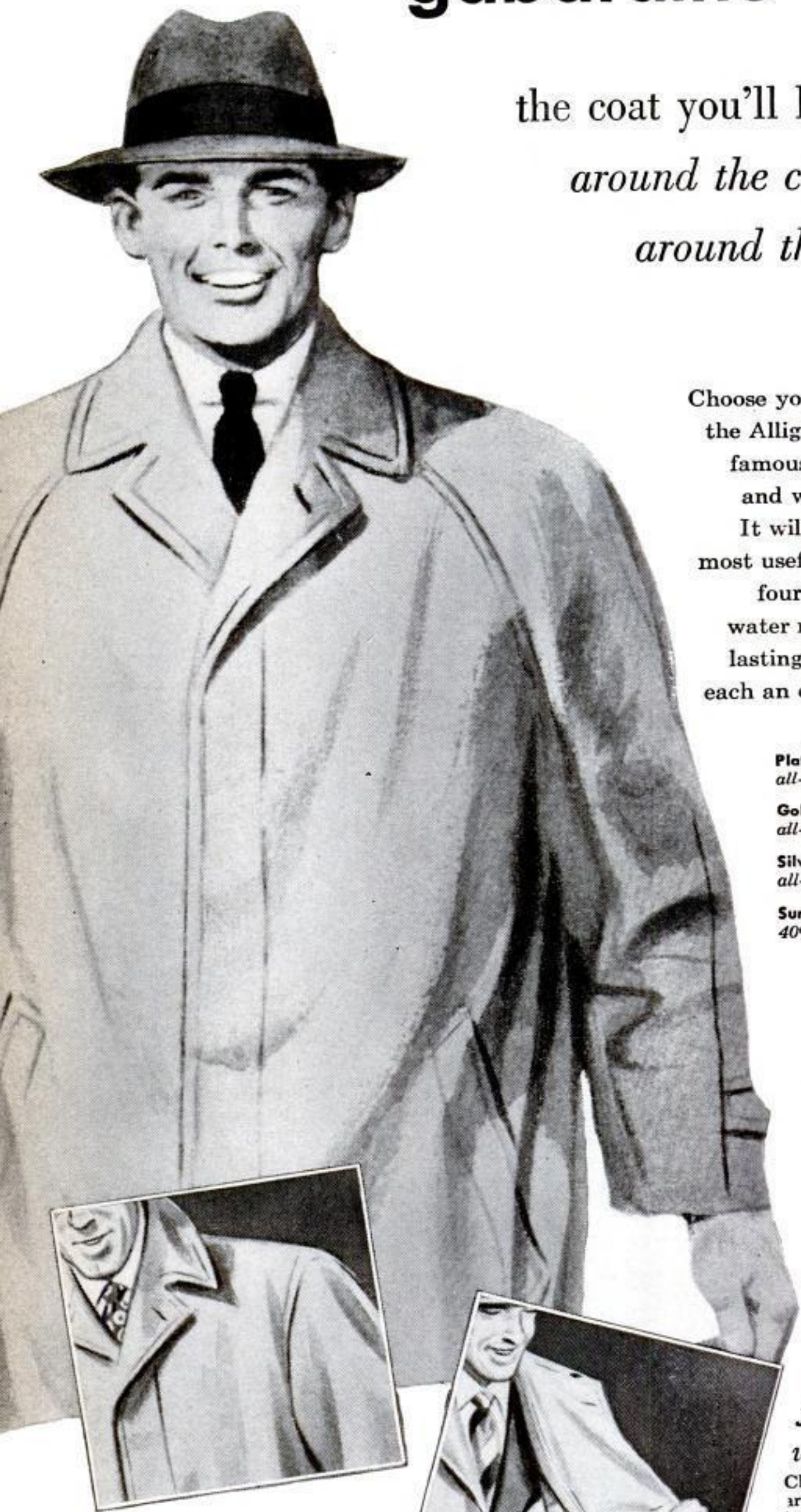


SUGAR SPILLS on table instead of into iced tea because to Snyder the glass appears closer than it is.

versatile...practical...all-weather

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the coat you'll live in...
around the clock
around the calendar



Choose your gabardine with the Alligator label for that famous casual smartness and wonderful comfort. It will be your favorite, most useful coat! Choice of four exceptionally fine water repellent fabrics of lasting dependability... each an outstanding value:

Platinum Label	\$49.50
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Gold Label	\$42.75
all-wool worsted	
Silver Label	\$34.50
all-wool worsted	
Surain	\$27.50
40% wool, 60% rayon	

for added warmth

Choose an Alligator gabardine with all-wool zip-in lining. Gold Label \$53.50, Silver Label \$44.50, Surain \$37.50.

there's an
Alligator for you...

Choose yours now...raglan or set-in sleeves...single or double breasted...water repellent or waterproof...large selection of smart dependable fabrics and handsome colors...wide range of value-giving prices...
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Topsy-Turvy World CONTINUED



MISSING A KICK, Snyder goes wide of the football. He thought he was in line with ball but actually was several feet off. This was on third day of test.



LOST IN MAZE painted on the floor, Snyder stops to figure out which way to move next. In his inverted vision his own shoes are facing him from above.



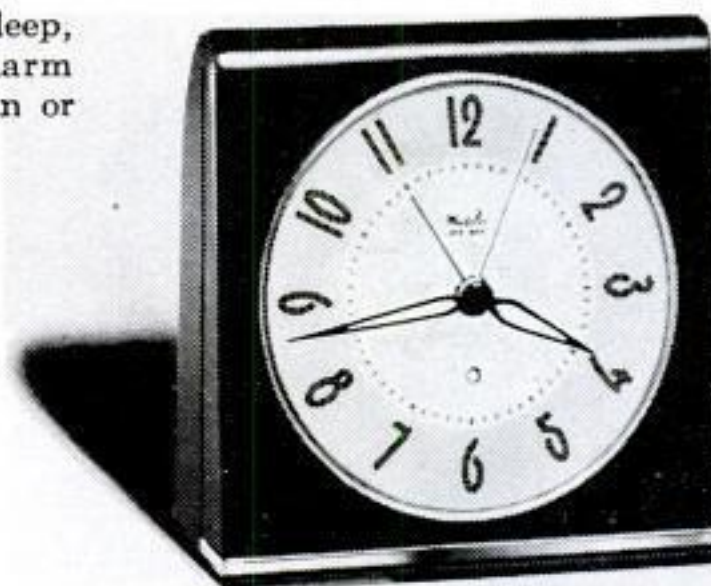
WALKING ALONE through crowded Wichita street, Snyder is puzzled by a familiar intersection. He had just turned east when he meant to turn west.

CONTINUED ON PAGE 90

BABY BEN* ALARM. Popular little brother of Big Ben. Quiet tick; steady call—adjustable to loud or soft. Comes in plain or luminous dials.



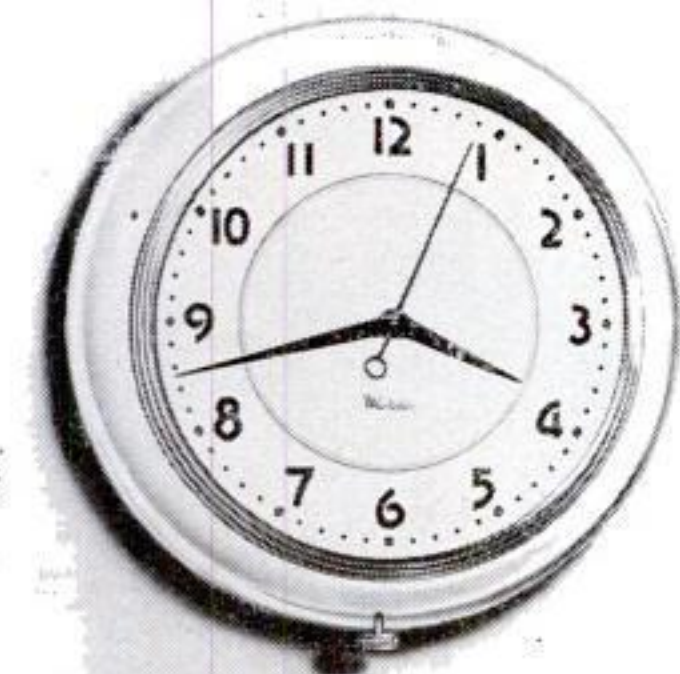
BIG BEN* LOUD ALARM. World's best-known alarm clock. Has a tick you can hear and a deep, intermittent fire alarm gong. Comes in plain or luminous dials.



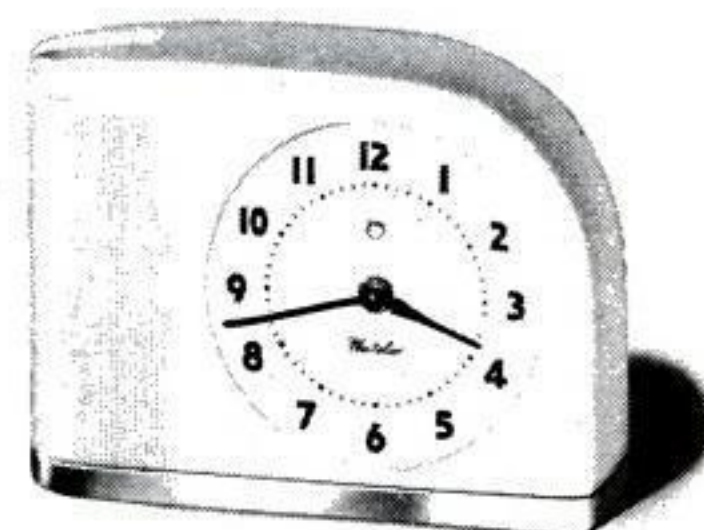
BIG BEN* ELECTRIC ALARM. Calls you cheerfully; pleasant bell alarm adjusts to loud or soft. As handsome as he is efficient. Comes in plain or luminous dials.



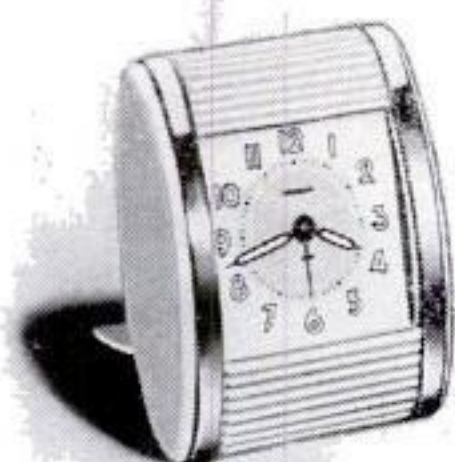
Time to get down to business again. Time to tuck away those vacation memories and get back to work... back to school. Time to make sure you have the right time. In other words
...it's Westclox time!



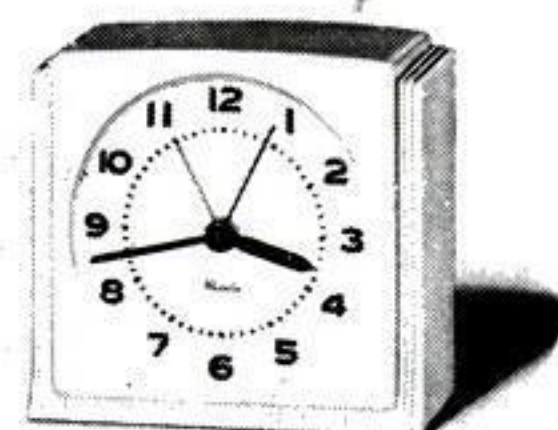
ORB ELECTRIC WALL CLOCK. The wall clock women asked for! Neat, small, dependable, with easy-to-read dial. Comes in choice of four colors.



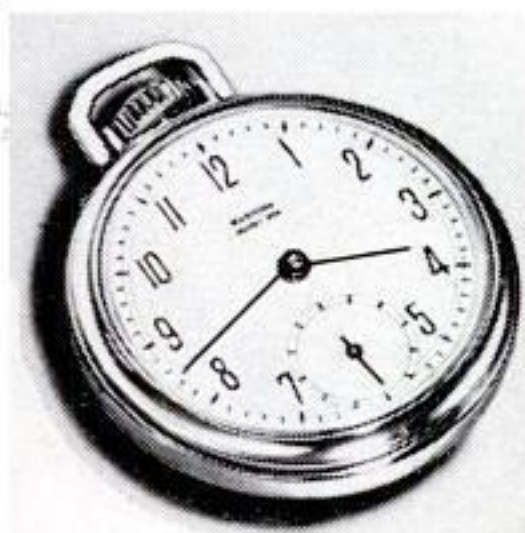
MOONBEAM ELECTRIC ALARM. First he blinks, then he rings. If you ignore the blinking light, he calls with an audible alarm. Comes in plain or luminous dials.



TRAVALAR*. You can take it with you! Only 3½ inches high. Closes up like a clam for traveling. Has luminous dial. Ivory or walnut finish, with gold color trim.



BANTAM* ELECTRIC ALARM. Only 3½" high, Bantam is beautifully designed. Has a cheerful, clear-toned bell alarm. Exceptional value. Comes in plain or luminous dials.



POCKET BEN* (left, above). Thin and good-looking. A reliable time-keeper, built for rugged service. A watch that "can take it." Comes in plain or luminous dials.

RAJAH (center, above). Small and handsome for dress; sturdy for work or play. Chrome finish case, stainless steel back curved to fit the wrist.

LA SALLE* (right, above). Smart and dependable. Chrome finish case. Stainless steel back, curved to fit the wrist. Comes in plain or luminous dials.



WESTCLOX*

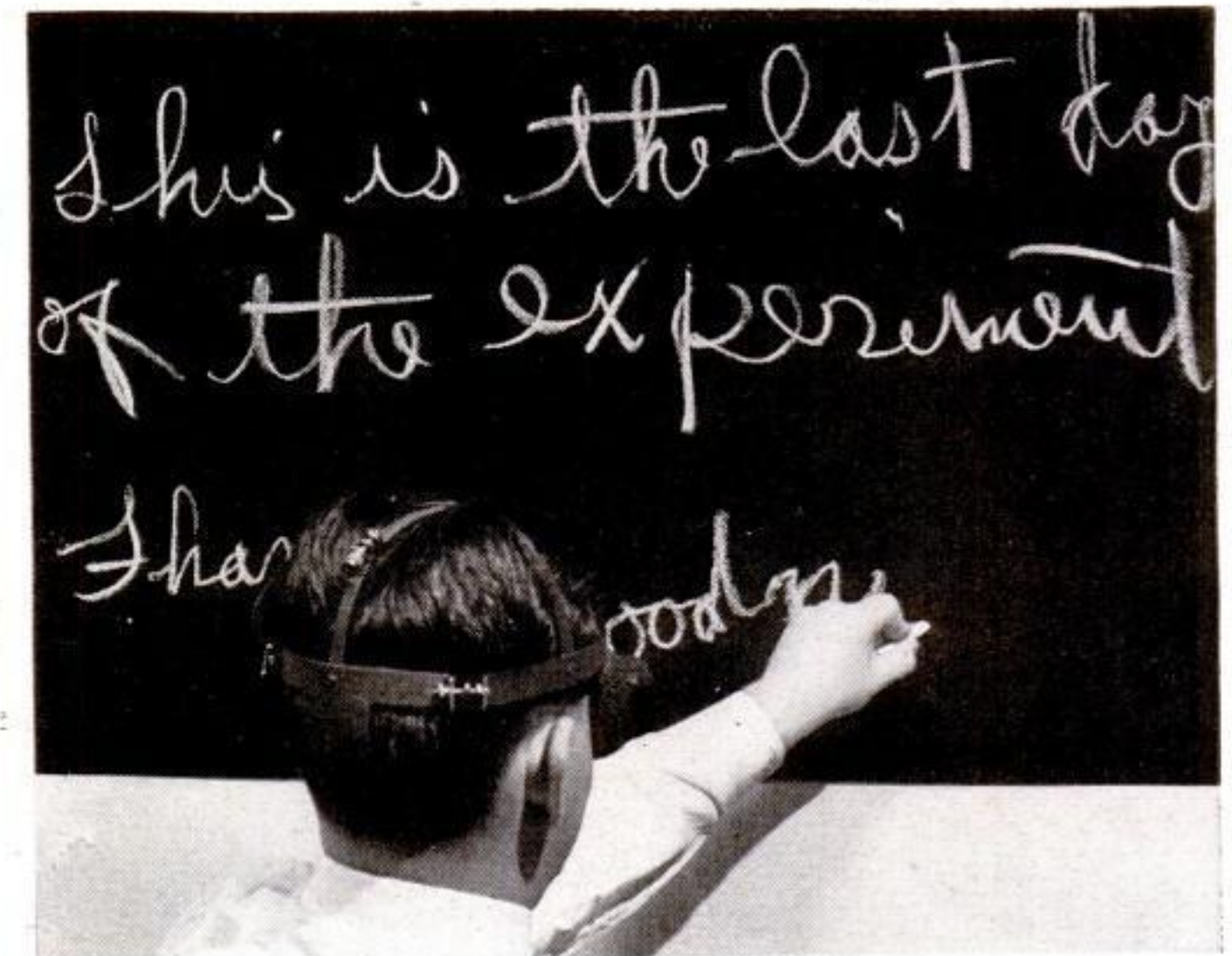
MADE BY THE MAKERS OF BIG BEN*
Products of **GENERAL TIME Corporation**



WESTCLOX, La Salle-Peru, Illinois • In Canada: Western Clock Co., Ltd., Peterborough, Ontario • *Trade Mark Reg. U. S. Patent Office



ON LAST DAY of vision test, still wearing his glasses, Snyder rides a bicycle with perfect control along sidewalk of New York's Central Park (above). A few minutes later, when he removed the special lenses for the first time, he lost the sense of direction and balance that he had acquired during the upside-down experiment, and promptly fell off (right).



A FINAL MESSAGE is scrawled on blackboard by Snyder, who put glasses back on briefly (above) to show how in 30 days he had mastered a technique of writing which seemed at first to be out in space. With glasses off for keeps (right), he wrote a similar message, but writing is cramped. Snyder, normally left-handed, did not switch hands during test.



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See Your Local Nunn-Bush Merchant

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Guard Against Throat-Scratch

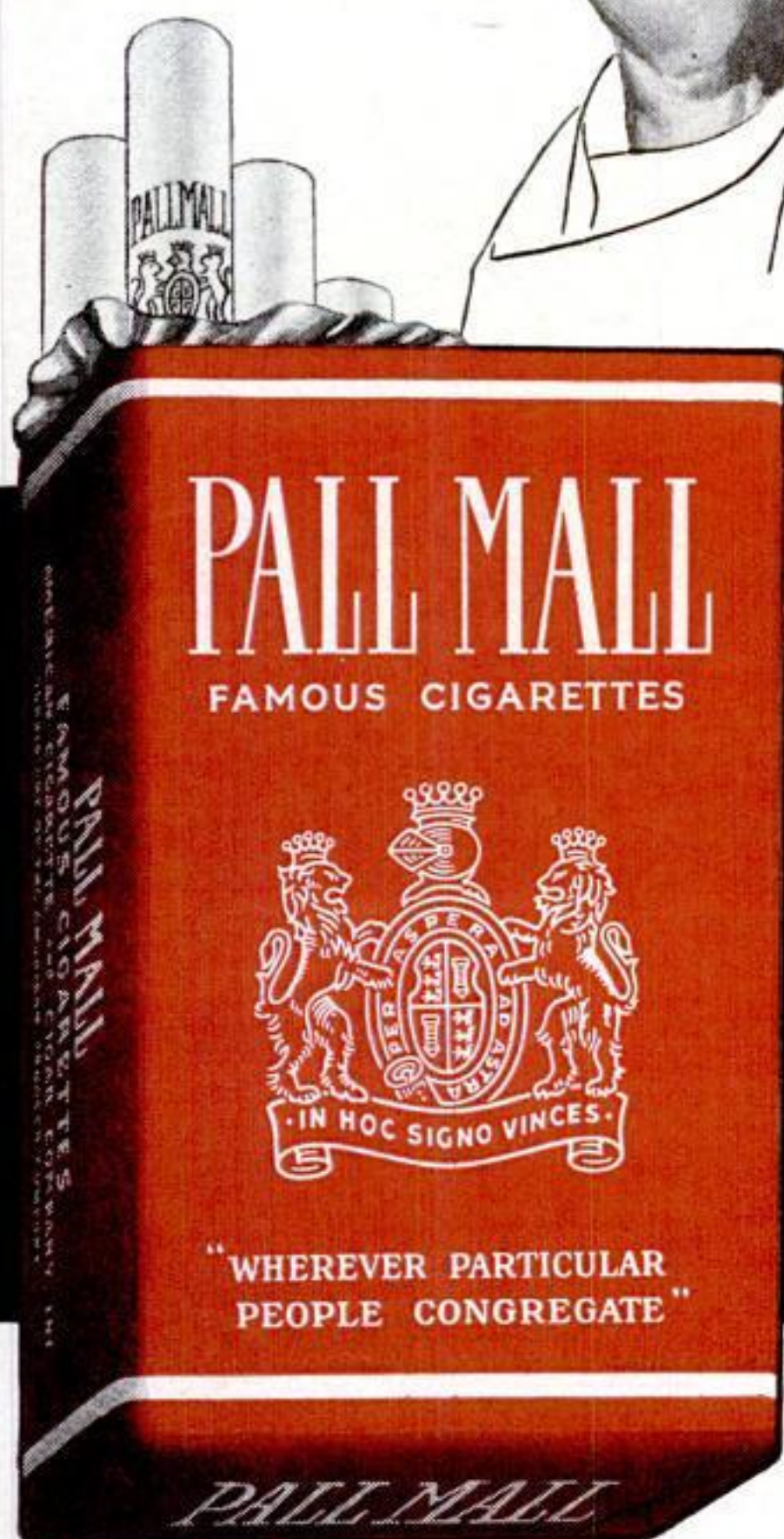
enjoy smooth smoking



PALL MALL's

greater length of fine tobaccos
travels the smoke further...

**filters the smoke
and makes it mild**



PUFF BY PUFF... YOU'RE ALWAYS AHEAD

Take 5 puffs

or 10...

or 17...

when you smoke

PALL MALL

Puff by Puff

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17

You're Always Ahead

STUDY THE PUFF CHART! At the first puff, PALL MALL's smoke is filtered further than that of any other leading cigarette. Moreover, after 5 puffs of each cigarette — or 10, or 15, or 17 — PALL MALL still gives you a longer, natural filter of fine tobaccos — guards against throat-scratch.

Outstanding — *and they are mild!*

THE HOSTESS WITH THE MOSTES'



WHILE BERLIN THUMPS AN ACCOMPANIMENT, MERMAN TRIES OUT A NEW DITTY HE WROTE FOR HER IN "CALL ME MADAM"

*If your thoughts are Presidential,
You can make it, yes, indeed.
There are just three things essential,
Let me tell you all you need
Is an ounce of wisdom and a pound of gall
And the hostess with the mostes' on the ball.*

LYRICS COPYRIGHT 1950 BY IRVING BERLIN

Ethel Merman tunes her pipes for new Irving Berlin show song suggested by the talents of Perle Mesta

Among the noises that herald autumn—school bells, football bands, cheerleaders—none is more bracing than the sound of Ethel Merman whooping up a song for a new show. The Merman voice has been coming through open doors and windows of New York's Music Box Theater, where Ethel has been polishing her Irving Berlin tunes for *Call Me Madam*, the first important musical scheduled for the season.

In the new Broadway production, written by Howard

Lindsay and Russell Crouse, Ethel creates a role suggested by the diplomatic career of Oklahoma-born Perle Mesta, U.S. Minister to Luxembourg. Like Perle, Ethel becomes a rootin'-tootin' Washington party-thrower and Minister to a land called Lichtenburg. The whole Mesta-Merman method, brassy and big-hearted, is summed up in the show's best comic song, *The Hostess with the Mostes' on the Ball*, excerpts from which are presented above and on page 95.

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than any other brand. For longer wear . . . greater comfort . . .
better fit and appearance . . . buy Lee Work Clothes at
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by men who like that

*clear
clean
taste*



No one has ever been able to put into words the taste of a slice of prime roast beef or of a cantaloupe or a drink of fine whiskey . . . but we think this picture of Bill Honeybee at his morning sip of nectar comes mighty close to explaining what we mean by PM's "clear, clean taste". Order PM this p.m. and you'll know why millions of men insist on PM day after day.

PM
DE LUXE



National Distillers Products Corporation, New York, N. Y. Blended Whiskey. 86 Proof. 67½% Grain Neutral Spirits.



BERLIN BEGINS TO PLAY WITH DEADPAN EXPRESSION

*Entertaining vodka drinkers
Is a job they give to me.*



AS ETHEL GETS GOING, HE BEAMS AT HER ADMIRINGLY

*Making nice guys out of stinkers
Seems to be my cup of tea.*



WITH BIG GRIN, BERLIN JUMPS UP ON FINAL CHORD

*What they really need behind the iron wall
Is the hostess with the mostes' on the ball.*

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Get comfort... get **Carter's Trigs!**
Sit easy, bend easy. The trick is the knitting.
Only Carter's knit gives Carter's fit.
(P. S. to the Mrs: No ironing.)

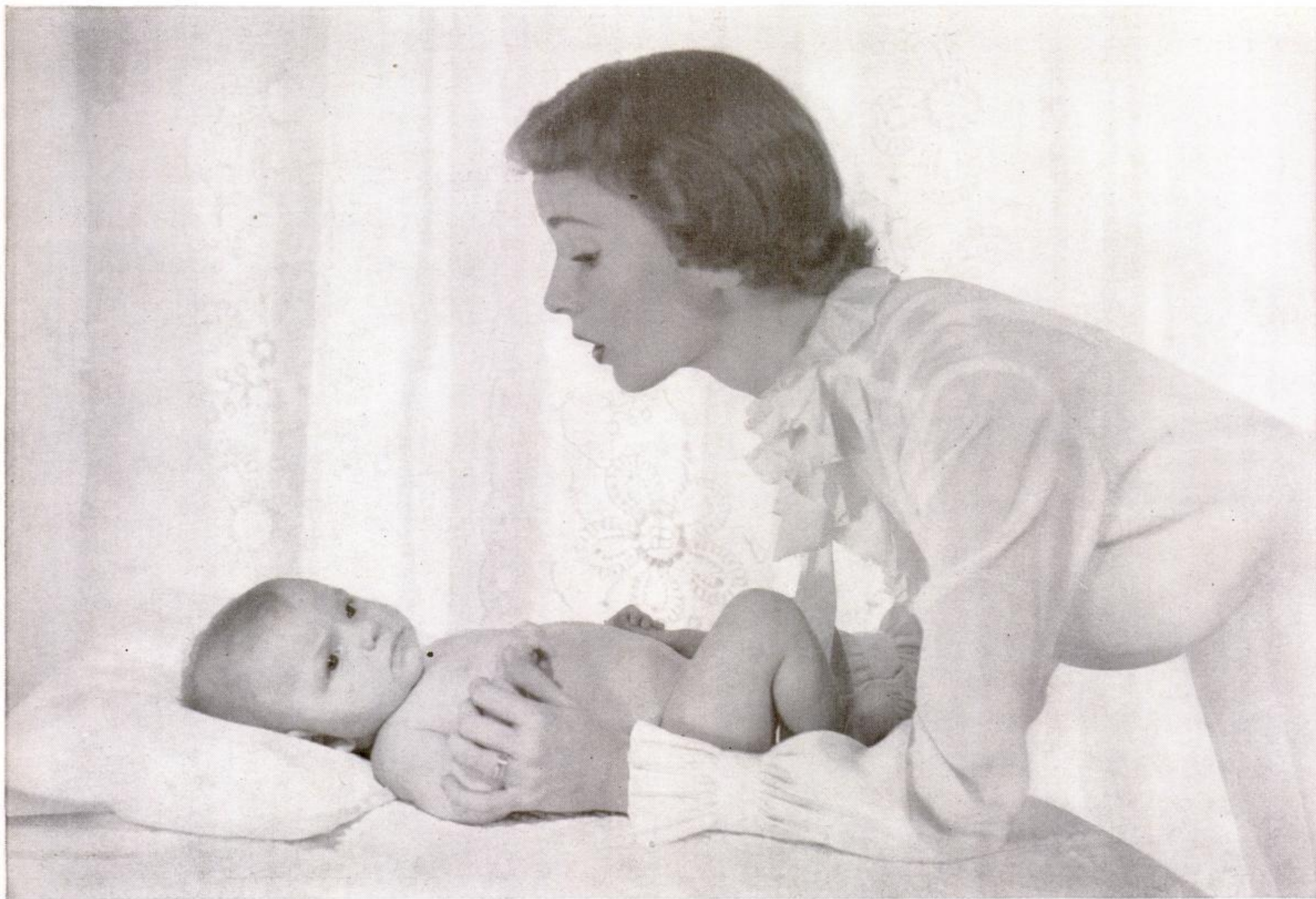


DAD wears Trigs
athletic shirt and briefs.
95¢ to \$1.50 each.

LAD'S choice is Trigs
short sleeve shirt
and mid-length shorts.
69¢ to \$1.15 each.

Carter's Trigs

The William Carter Co.
Needham Heights 94, Mass.



His baby comfort depends on your protective care

Your Baby's Skin is thinner than yours



You choose his little toys carefully—making sure that they're soft with rounded edges. His baby skin is so tender, a sharp plaything might easily "hurt" it. His skin is thinner than a grownup's—skin studies show that it would be "injured" quicker. He depends on you to keep his thinner skin from harm.

You should be sure when choosing his bathroom tissue to check for 3 "tender skin" qualities. "Old linen" softness that doesn't chafe. Instant absorbency for quick, thorough cleansing. And exactly the right strength to resist tearing or shredding.



More mothers every day are finding this ideal combination of "tender skin" qualities in ScotTissue. ScotTissue's touch is soft as old linen on baby's thinner skin. Up to 6 months try lining his diaper with 20 or more sheets of fluffed up ScotTissue. Just flush away the soiled tissue. Easier for you—and for baby too.

*ScotTissue, "Soft As Old Linen," Reg. U.S. Pat. Off.

SCOTTISSUE IS SOFT AS OLD LINEN



RED TRIUMPH is life size. Flower in the center is a male, flanked by females.

Mockingbird Flower

U.S. BREEDERS GLAMORIZE ONCE HOMELY BEGONIA

When Charles Plumier, the French botanist, came upon a strange new flower in the West Indies about 1690, he named it for Santo Domingo's Governor Michel Bégon and took home a specimen. The begonia was interesting botanically, but it was not very striking: its blooms were small, nondescript and dwarfed by the plant's jagged leaves. European horticulturists improved on the tuberous begonia's looks, but after 200 years it was still a rather plain-looking flower. About 1920, however, U.S. flower growers became interested in Plumier's plant and began crossbreeding on a big scale. In 30 years they have transformed the begonia as no other flower has ever been changed in

so short a time. The little wildflower has been turned into one of the most spectacular. Hundreds of new varieties have been created, some in bright solid colors, some speckled, some with frills and beards. Their lush blossoms are often a foot in diameter. All the begonias on these pages (except the one at right) are new American types, developed principally in California at the Brown Bulb Ranch and the Vetterle and Reinelt farm, which together produce more than 90% of U.S. begonias. These firms have developed so many new strains, some resembling such well-known flowers as the camellia, rose and carnation, that the begonia is now referred to as the "mockingbird flower."



GRANDDADDY of yellow begonias is this plant which came from Bolivia.

CONTINUED ON NEXT PAGE



MARMORATA or speckled begonia has attracted a large following in Europe, where it is known as *Le Papillon* ("The Butterfly"). All large flowers on these two pages are males, which are both bigger and flashier than females.



CAMELLIA type, by far the most popular new begonia, has acquired ruffled, wavy petals and lost much of its early camellia look by crossbreeding. At right of the main blossom is a female flower; at lower right is a male bud.



WHITE begonia is one of the camellia types and is an example of present tendency to create begonias with more and more ruffles. The camellia varieties are popular as potted plants and are widely used by florists for corsages.



ROSEBUD flowers are smaller than most other types but, as a compensation, there are apt to be more blooms on a single plant. It was first developed only in rose shades, but breeders can now grow it in yellow and other colors.



ORANGE begonia has plain rather than ruffled edges. Blooms range up to nine inches in diameter. One of the problems confronting breeders at present is to produce stems strong enough to support such large, beautiful heads.



SUNSET, a flashy, frilled flower with margins of different colors around the petals, is considered by some breeders to be the most exotic begonia of all the new types. Growing below the main male blossom are two modest females.



CARNATION begonia is second in popularity only to camellias. It is not bred to as large a size as most other types, partly because its blossom, with its quantity of petals, is heavy and requires a much stronger stem than most.



PICOTEE has the same form and size as the camellia types but has margins around petals, usually of a different color than rest of blossom. Commercial growers are still having trouble getting the picotee to breed true to color.

CONTINUED ON NEXT PAGE



A FLOOD OF FLOWERS fills a greenhouse at the farm of Vetterle and Reinelt at Capitola, Calif. Most of them are standard tuberosus begonias, of all shades and

colors, but at top of greenhouse are hanging basket begonias, which are just coming into popularity. Begonias can be grown either from seed or from tubers. To get



them to produce seed they must be hand-pollinated. Bees and insects do not do a very dependable job of fertilization, possibly because the begonias have little

or no fragrance. Their season, which began in May, will last another few weeks. One big asset of begonias is that they are comparatively free from plant diseases.

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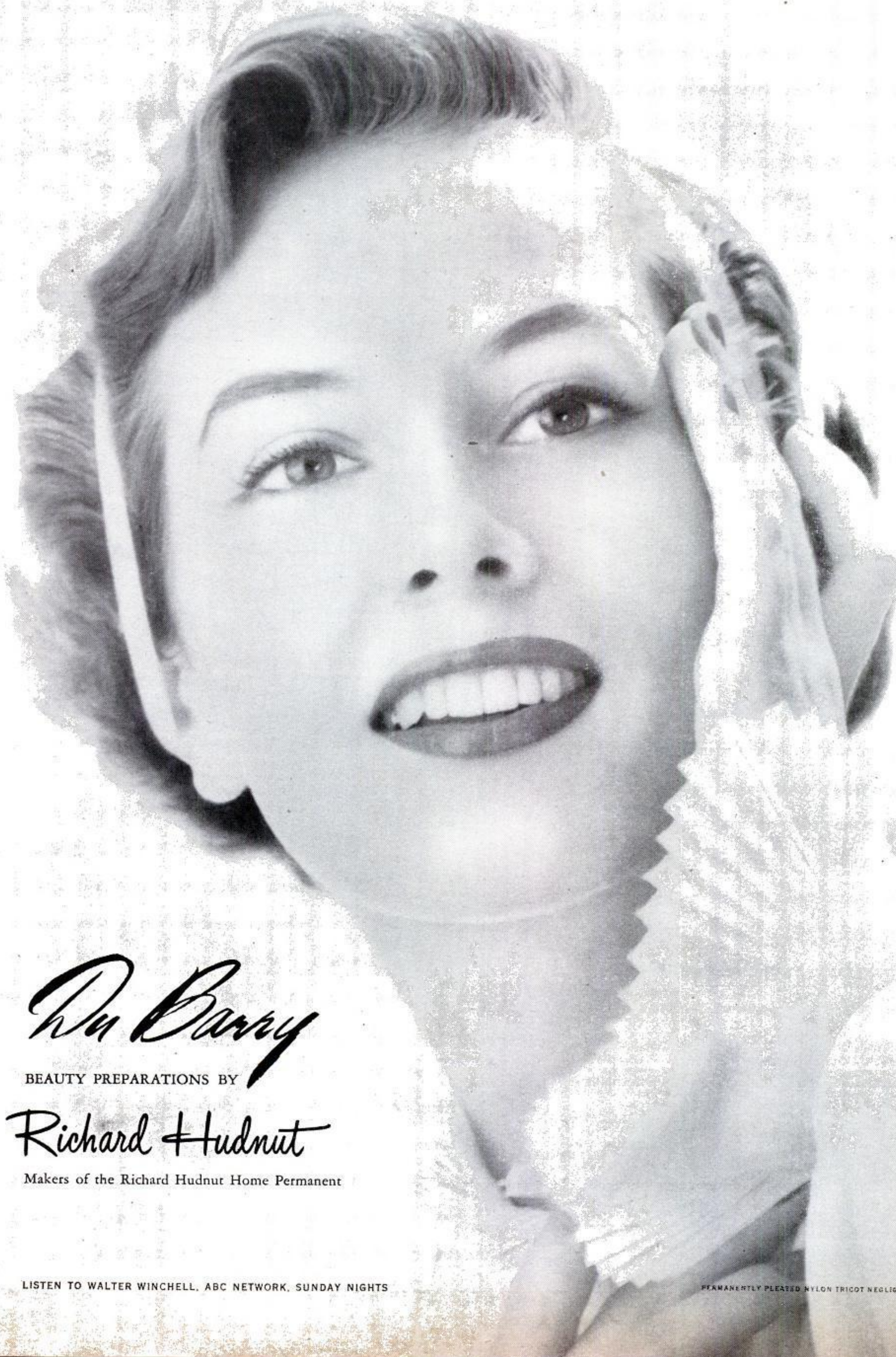
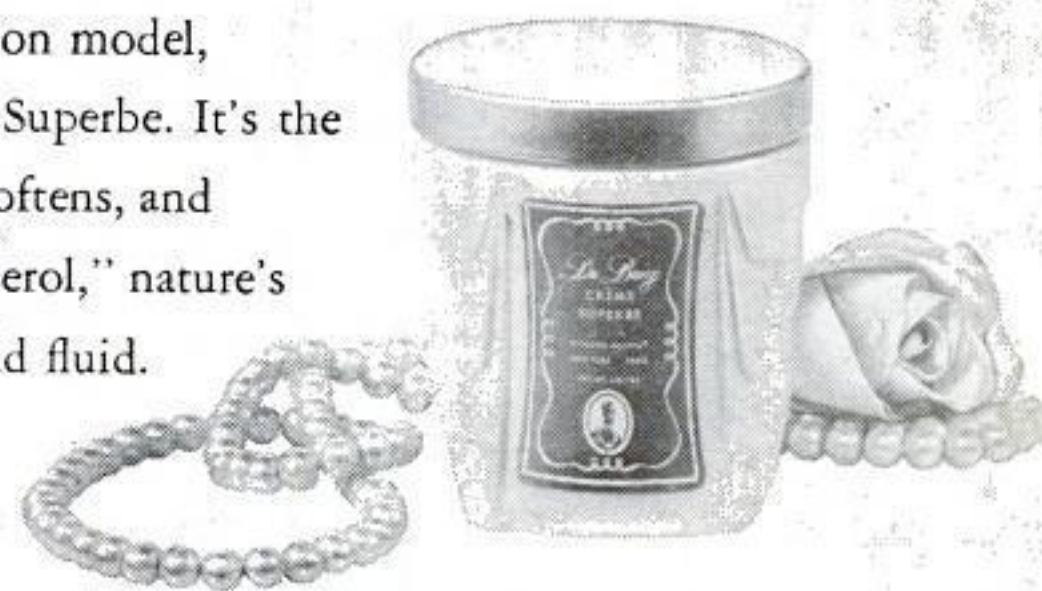


A FIERY GUARD over a field of begonias is this oil heater on stilts, which sends out infrared radiation to protect about an acre of flowers or vegetables against

frost. Begonias generally fare best in a moderate climate like that of California, but hardier species are being developed to withstand a wider temperature range.

Who is she?

She's DuBarry beauty and famous fashion model, Jane Cartwright, bringing you news of DuBarry's newest skin care miracle...luxurious Crème Superbe. It's the amazing new three-dimensional creme that works three ways while you sleep...penetrates, softens, and protects even the most supersensitive skins. Made of purest vegetable oils, it's blended with "tocopherol," nature's antioxidant. This amazing new scientific discovery helps keep the skin's own natural oils fresh and fluid. Try new Crème Superbe for only 21 days and see for yourself how much softer, smoother, more supple *your* skin can be...how much younger looking! \$2.75 and \$5.00 plus tax.



DuBarry

BEAUTY PREPARATIONS BY

Richard Hudnut

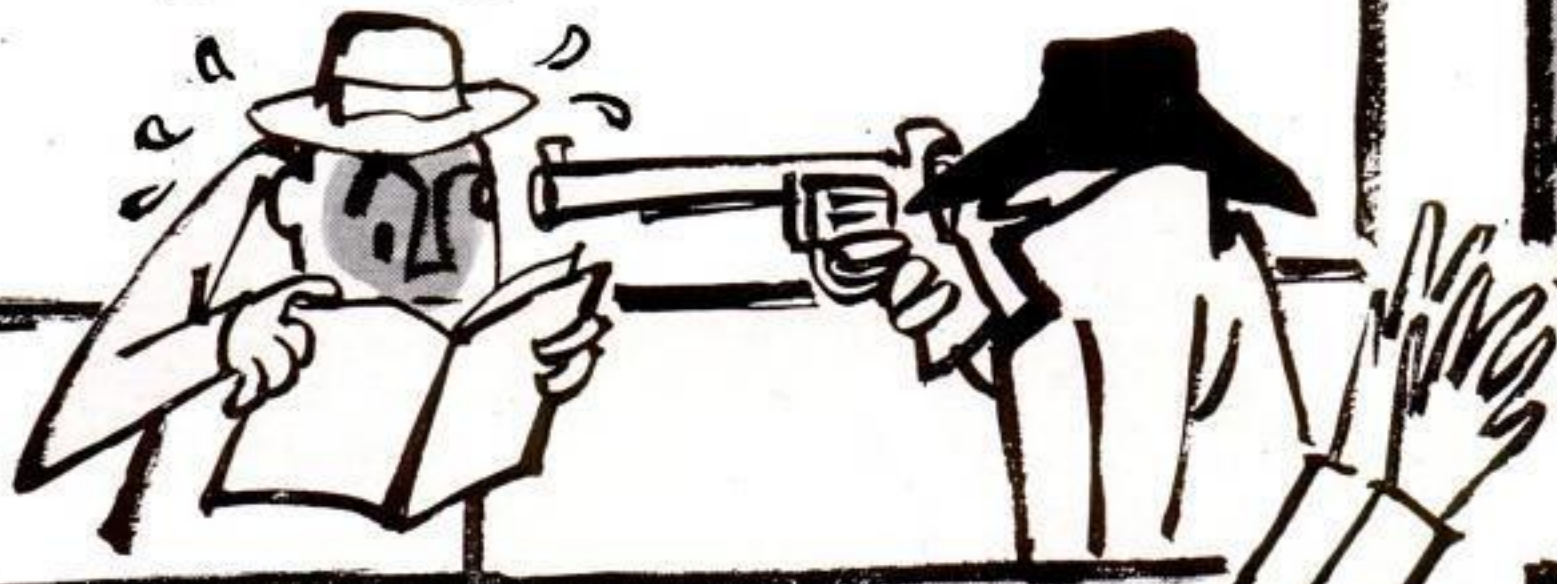
Makers of the Richard Hudnut Home Permanent

LISTEN TO WALTER WINCHELL, ABC NETWORK, SUNDAY NIGHTS

PERMANENTLY PLEATED NYLON TRICOT NEGLIGEE BY VANITY FAIR, PHOTO BY MILTON GREENE

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How to behave while *being* robbed



BURGLAR IN THE BEDROOM Even though you hate to give in to a crook, don't reach for a gun. He might beat you to the draw. Pretend to be asleep until he leaves the room, then yell for help . . . but loud!



HOLDUP ON THE STREET Don't resist! The one thing you can't afford to lose is your *life*. Hand over your valuables as ordered. But *study* the holdup man. What is he wearing? Any unusual features? You may have a chance to identify him later.



PICKPOCKET IN A CROWD Don't accuse the person next to you unless you're *sure*. Pickpockets usually work in pairs, so keep your eye peeled for an accomplice. During the confusion, he probably will try to escape with your wallet.

What to do *before* being robbed

See an Agent of one of the North America Companies. If you do not know who he is in your community, write us, and we will see that he gets in touch with you. The few minutes you spend with him may save you hundreds of dollars. He'll show you how little it costs to have the broadest protection against Theft, including Burglary and Holdup. Also, he'll give you friendly, competent advice regarding

your Fire, Automobile, Accident or Liability insurance. And you'll feel safer knowing that your insurance will be placed in one of America's oldest, strongest and most progressive organizations.

Remember, your North America Agent is a man who is trying to save you money and protect you against loss. Talk over your insurance needs with him *now*. Don't wait until it's too late! See him soon, won't you?

Insurance Company of North America, founded 1792 in Independence Hall, is the oldest American stock fire and marine insurance company. It heads the "North America" Companies which meet the public demand for practically all types of Fire, Marine and Casualty insurance, including Automobile, Accident, Aviation and Liability insurance; Fidelity and Surety Bonds. Sold only through Agents or Brokers.



**INSURANCE COMPANY OF
NORTH AMERICA**
COMPANIES, *Philadelphia*

Insurance Company of North America
Indemnity Insurance Company of North America
Philadelphia Fire and Marine Insurance Company



TINY JETS OF WATER, APPEARING SUDDENLY FROM THE PAVING STONES AND EVEN FROM DEER ANTLERS, SURPRISE VISITORS ENTERING A CASTLE DOORWAY

THE HYDROMANIAC OF HELLBRUNN

Austrian prelate's 300-year-old watery joke unnerves visitors to his booby-trapped garden

Marcus Sittich, a 17th-Century Archbishop of Salzburg, Austria and nephew of Pope Paul V, had a weakness for water gadgets. At Hellbrunn Gardens, near Salzburg, he built a pleasure palace that contains one of the most fiendish practical jokes in history—a chateau and garden completely booby-trapped with hidden water sprays. At his big dinners the archbishop would seat his guests about a huge stone table in the garden and, when the meal was well under way, would have sprinklers turned on inundating everyone, except himself. Water from 116 springs under the chateau supplied hidden sprays in doorways, around statues and bordering stone pathways about the grounds.

Today the archbishop's 300-year-old joke, operated as a tourist attraction by the city of Salzburg, is still drenching the unwary. From the moment they enter, visitors are kept in a continual state of suspense as the guide, leading them on, suddenly turns on the water in their faces. Anyone trying to escape is hit by other sprays, and even those who prudently wait outside the gates get doused. The hazards of the tour do not deter visitors, who wind up wet, frazzled but somehow pleased with themselves for having gone through the watery ordeal.



ARCHBISHOP was named to office in 1612 at 35, lived too well, died in 1619.



GUIDE, Frank Eltz, controls sprinklers with faucets hidden on grounds.

PARK & TILFORD RESERVE

*- the finest-tasting whiskey
of its type in America!*

The **PREMIUM**
Whiskey at a
POPULAR Price!

For those who prefer a light-bodied whiskey, we recommend Park & Tilford RESERVE as the superlative example and the incomparable value. These are the attributes that have long made it an American favorite.



FOUNDED **P&T** IN 1840
"The Blend of
Experience"

PARK & TILFORD DISTILLERS, INC., NEW YORK • 62½% GRAIN NEUTRAL SPIRITS • 86 PROOF

Hydromaniac CONTINUED



JETS IN DOORWAY suddenly turned on by guide leave women in state of panic like that produced by blasts of air in U.S. amusement park funhouses.



TUNNEL OF SPRAY sends garden's visitors scurrying nervously through, although arching water shoots over the pathway and hardly wets them at all.

Do you keep your bedroom behind

closed doors?

Your living room is perfection...your kitchen's a dream...your dining room looks good enough to eat. But the bedroom! Look at it... does it truly live up to the rest of the house? Or does it look better with the door closed?

Perhaps it was a question of money...or of not seeing the kind of furniture you wanted at any price. In either case...**look closely, look twice** at these two pages...to find the Mengel Bedroom Suite that's perfect from your every point of view.



Now is the time to
openly proud



GOLD COAST MAHOGANY...a modernized 18th Century group in hand-rubbed mahogany veneers. See how it adapts the fine elegance of 18th Century design to the home of today...gracious and beautiful, but simply, and deliberately, more functional.



THE CENTURY GROUP in dove grey walnut...smooth and fine in line and color and finish. Gentle, gracious modern with a restful beauty that will bring a deep note of comfort to your bedroom. Also in amber brown walnut and flaxen oak.

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Your living room is perfection...your kitchen's a dream...your dining room looks good enough to eat. But the bedroom! Look at it... does it truly live up to the rest of the house? Or does it look better with the door closed?

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make yourself
of your bedroom...with

MENGEL

FURNITURE



it's everything
you've hoped for...
priced for the
home-on-a-budget
worthy of the
most luxurious home...

This week furniture dealers all over the country are featuring the Mengel furniture that will make you openly proud of your bedroom.

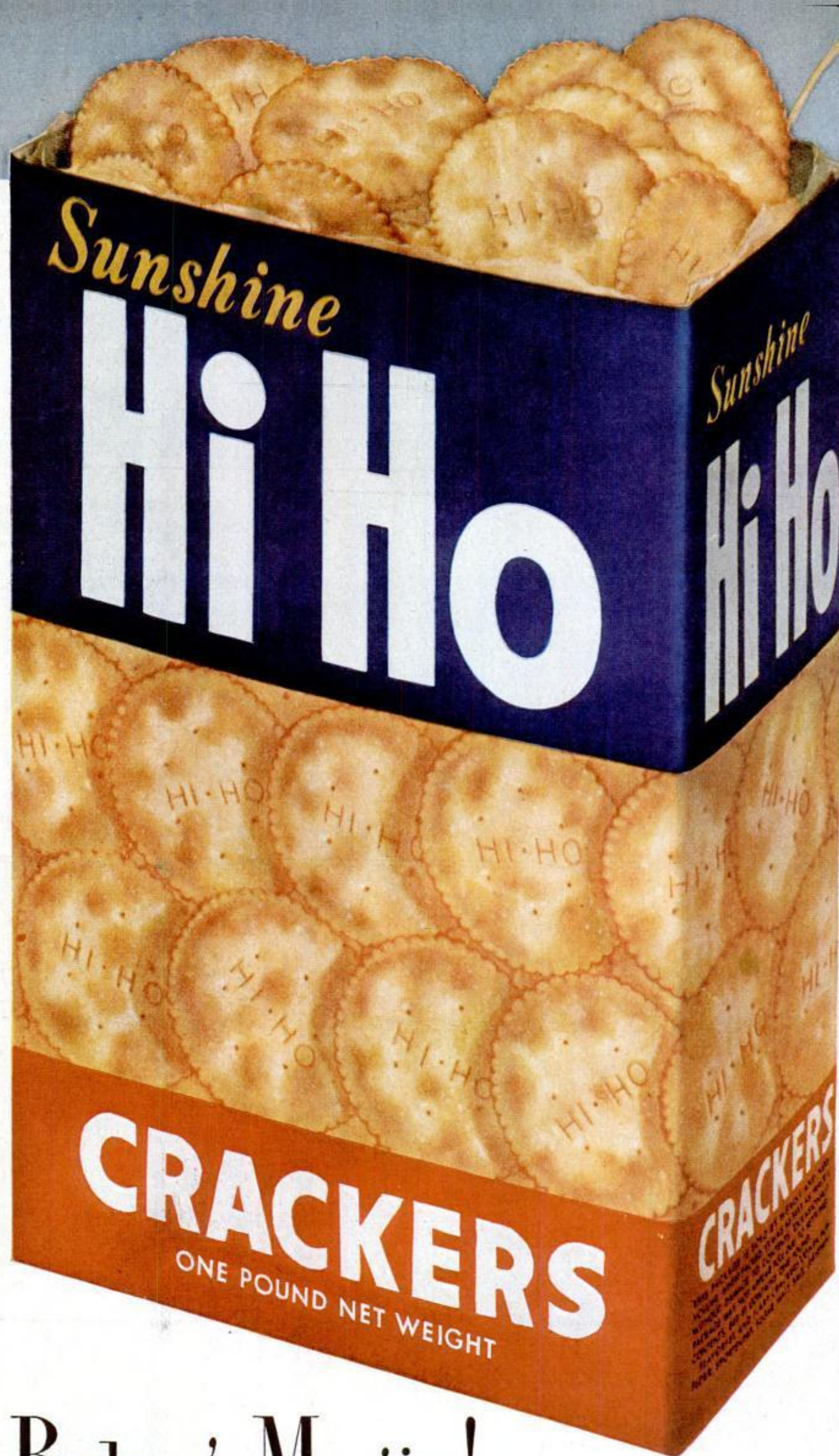
IVORY BISQUE OAK...a modern group...everything its name implies, and more. Smooth as ivory in line, creamy as bisque in color, sturdy as an oak in construction...to make your bedroom more beautifully convenient than you ever dreamed it could be.



THE WINTHROP GROUP of solid mahogany...in truest Colonial spirit. Graceful, charming, and, as for generations past, in admirable taste. Rubbed and polished until the wood gleams warm...says "this is solid, solid mahogany!"

THE MENGEL COMPANY • FURNITURE DIVISION • LOUISVILLE 1, KENTUCKY

© 1950



Baker's Magic!

Rustling in a light wind . . . bursting-ripe in a billion kernels, in a billion hiding places, is *flavor*.

There's a trick to capturing it. It's turning the soft heart of the kernel to perfect flour. It's leavening . . . a delicate toasting touch—the *things of a baker's magic!* Yet the flavor lives—excitingly—in golden HI HO crackers.

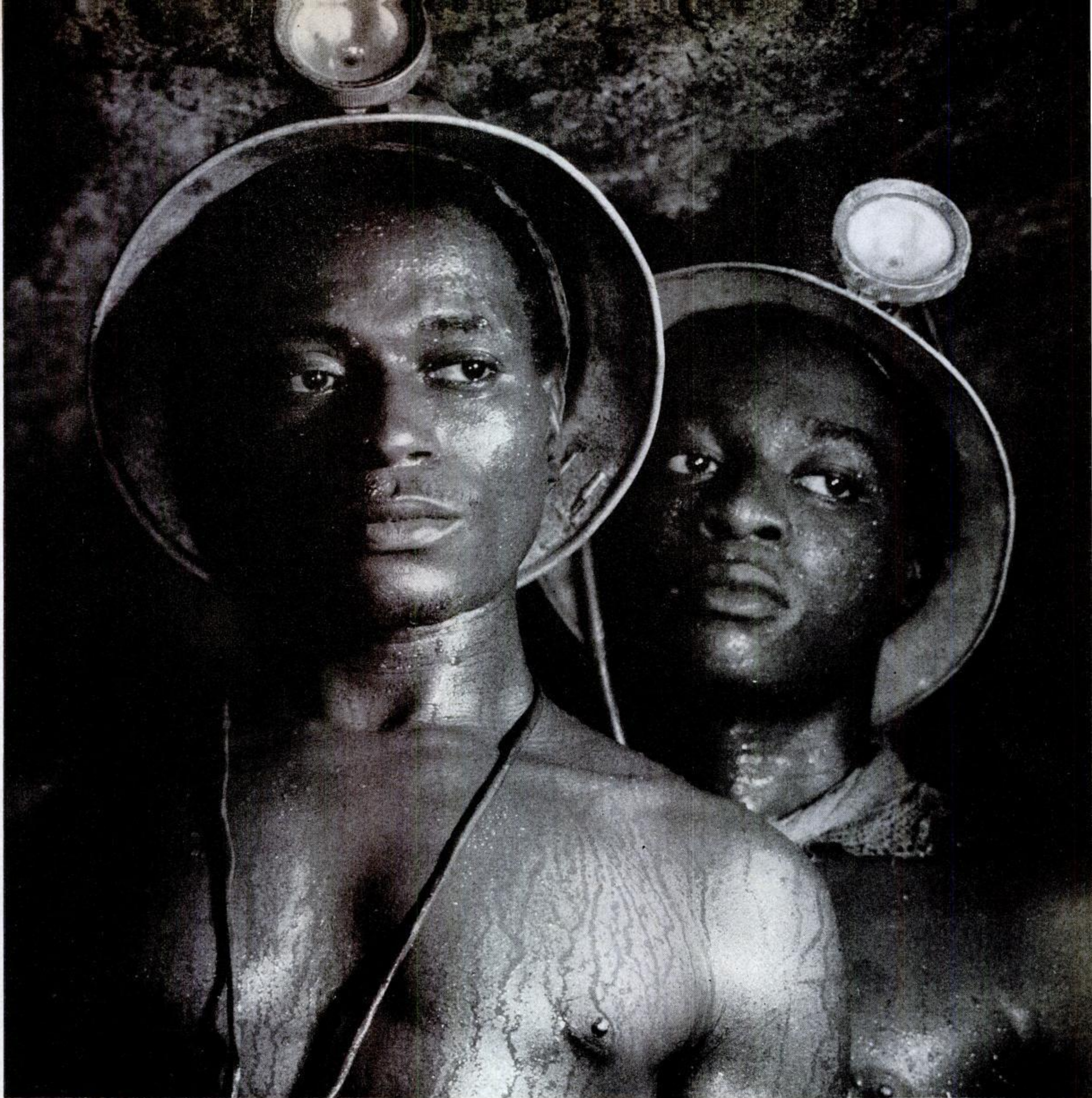
This flavor with the hint of sun-ripe wheat kernels is yours . . . safely guarded by an exclusive four-way wrapper. Remember . . .



It's *Sunshine* for *Finer Flavor!*

FROM THE THOUSAND WINDOW BAKERIES OF *Sunshine Biscuits, Inc.*

© 1959



GOLD MINERS NOS. 1139 AND 5122, BOTH MNDASUS, STAND SWEATING IN 95° HEAT OF A TUNNEL IN JOHANNESBURG'S ROBINSON DEEP MINE, MORE THAN A MILE UNDERGROUND

SOUTH AFRICA and its PROBLEM

In a black land white rule and human liberty are clashing

PHOTOGRAPHED FOR LIFE BY MARGARET BOURKE-WHITE

Six months ago, as fall came to the hemisphere below the equator, LIFE sent Photographer Margaret Bourke-White to the Union of South Africa. There for many weeks, with sensitive cameras and unfailing energy that took her deep into sweltering shafts of gold mines (*above*), into the heart of government and the huts of primitive tribesmen, she explored South Africa's great issue and dilemma, the black problem. Through three centuries of white control the problem has grown steadily graver, until today it threatens the peace and security of the Union and has aroused grave international concern over South Africa's stewardship of human liberties.

In South Africa, a nation smaller in area than the 11 states of the U.S. South, 2.5 million whites now control the lives and destinies of 8 million African Natives (blacks), a million Coloureds (half-castes) and a quarter million Asiatics. In an unabashed outbreak of racialism and nationalism South African champions of white supremacy have sired a new doctrine of segregation called *apartheid* (apartness). They have begun by law to re-settle other races of the Union in "group areas" suggestive of national ghettos. In the next 15 pages, LIFE shows these and other facets of the South African problem, as Miss Bourke-White's cameras recorded them.



ON THE ORANGE FREE STATE'S FERTILE HIGH VELD, NATIVE FARM WORKERS, DRIVING PLODDING SPANS OF OXEN, CULTIVATE RICH CLAY LOAM SOIL OF AN AFRIKANER'S FIELD

WHITES WON THE LAND, THE BLACKS WORK IT

The first Dutchmen who landed at the Cape of Good Hope in 1652 planned only to raise green vegetables for ships of the Dutch East India Co. But they stayed, used black slaves and prospered until Britain took their colony and abolished slavery. Then the Dutch farmers (Boers) moved inland. They settled on the rolling plateau called the veld, fought the fierce

Zulu warriors, built their homes, found gold and diamonds. Then the English began crowding them again, and at the turn of the century the Boers fought the British and lost, in an effort to keep their lands and independence. By 1909, when Boers and Britons together founded their Union within the British Empire, South Africa was the richest of young nations.



JOHANNESBURG, as seen from its southern outskirts late on a sunny afternoon, is a shadow-wrapped

modern city of 900,000, sitting deep in an appalling yellow wasteland of mountainous refuse dumps—

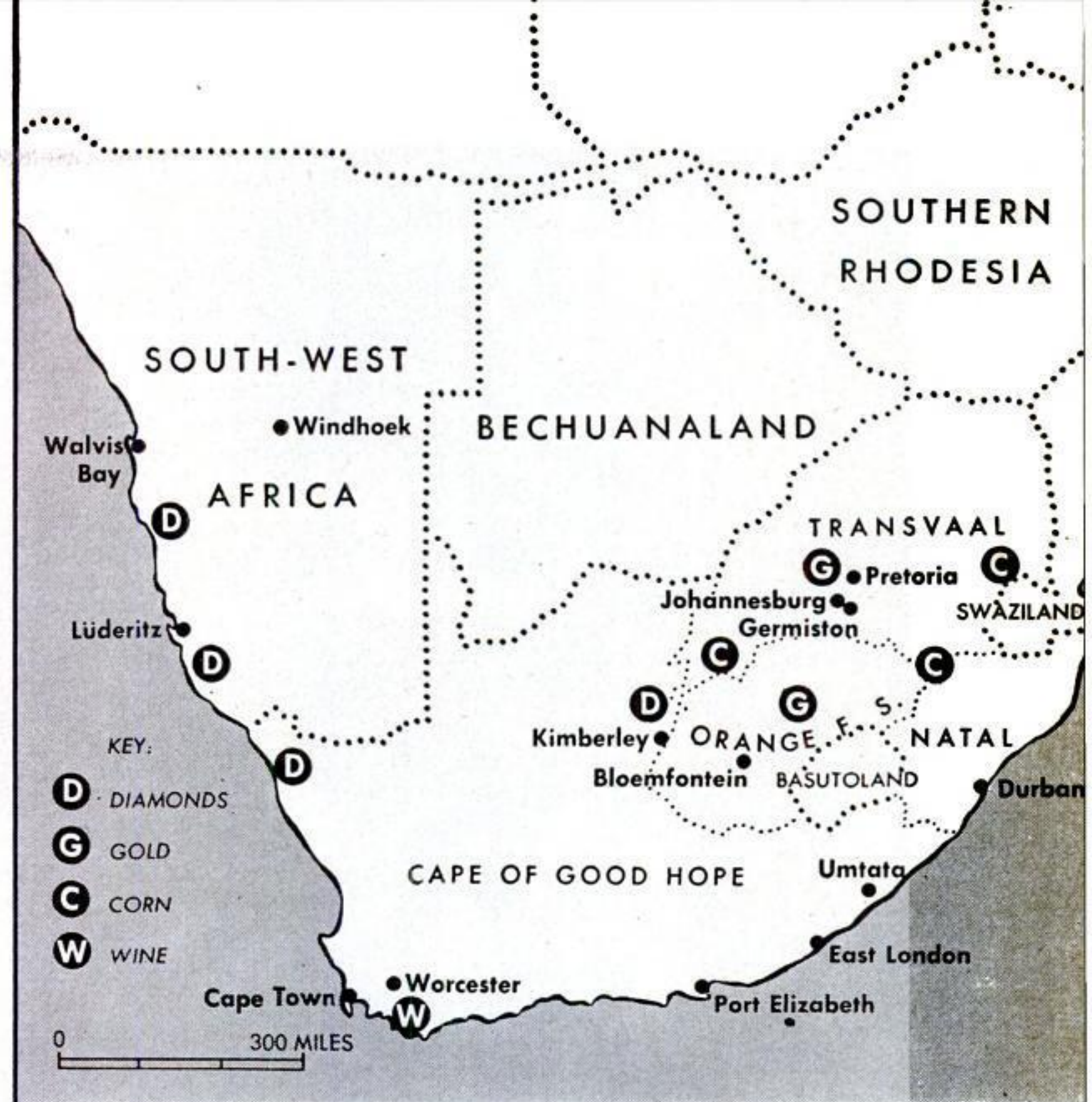
the dusty leftovers of six prosperous decades of gold mining. These dumps, as high as 300 feet, belong to



OF YOUNG CORN WHICH WILL PRODUCE "MEALIES," A STAPLE SOUTH AFRICAN FOOD

Now the blacks were needed in peaceful pursuits and were brought in from their reserves as labor recruits for the mines at Johannesburg (below).

The Natives were needed, too, to work the whites' big farms, for the settlers were farmers first and loved the land (the hills "are lovely beyond any singing of it," wrote Novelist Alan Paton). Most of the land (88%) has come into white hands. On their 12%, South Africa's Natives can raise only about half enough food for subsistence. Thus the Union's blacks must work for the whites to live, and the whites must always live dependent on the black millions swarming among them. This is the root of the problem.



SOUTH AFRICA includes provinces of Cape, Natal, Orange Free State, Transvaal. South-West Africa is a Union mandate. Other territories are British-held.



the big Crown and Robinson Deep mines. Nothing will grow on these or the scores of others like them

which are spread across more than 50 miles of the veld. The honeycombed earth beneath them, in the

Johannesburg area alone, has given \$8 billion worth of gold since the first big strike was made in 1886.



MALAN'S CABINET from left: A. J. Stals (Health), F. C. Erasmus (Defense), T. E. Donges (Interior), S. P. le Roux (Agriculture), E. G. Jansen (Native Affairs),

H. C. Havenga (Finance), Malan, J. G. Strydom (Lands), G. R. Swart (Justice), P. O. Sauer (Transport), E. H. Louw (Economics), B. J. Schoeman (Labor).

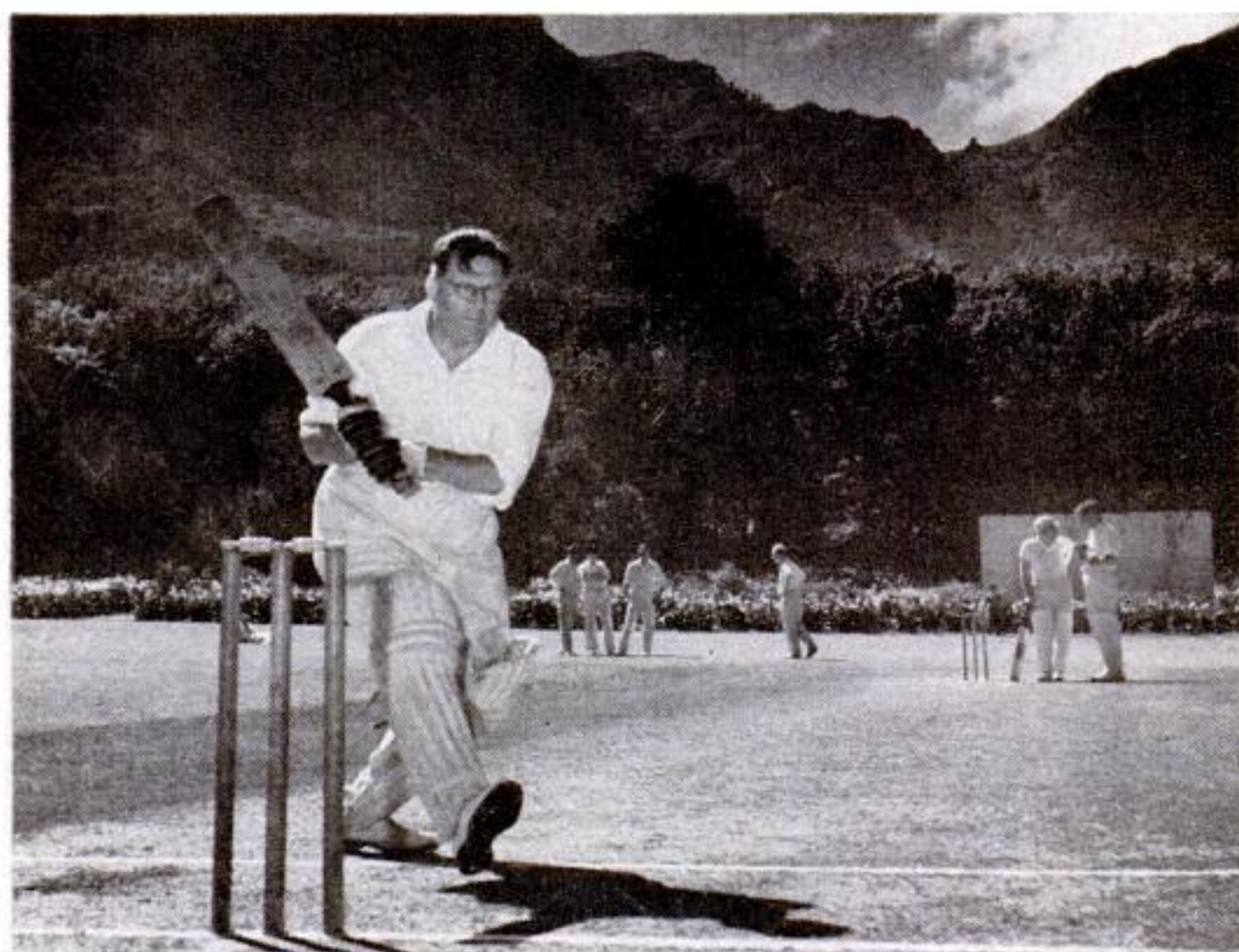
MALAN NATIONALISTS WANT TOTAL SEGREGATION

A political shock brought South Africa's problem into world view in 1948. South Africa's white voters—predominantly Dutch-descended Afrikaners—threw out the long-dominant United party of Jan Christiaan Smuts, who, though also a believer in racial segregation, still valued world opinion and hoped for continuing partnership in the British Commonwealth. They voted in a party led by a man who hoped for Nazi victory in World War II, now disdains foreign opinion and despises Britain's liberal tradition. He is 76-year-old Dr. Daniel Malan, a Dutch Reformed minister who, as leader of the Nationalist party, is high priest of *apartheid*, which means "apartness" in all things. Under

apartheid, each group (white, black, Asiatic and Coloured, or half-caste) must live apart from others, except in a master-and-servant or trade relationship. Social contact and intermarriage is forbidden to ensure that each race will preserve "blood purity."

Except on the issue of Korea (South Africa has sent a fighter squadron), Malan's government is now defying the U.N. in order to strengthen its hold on South Africa. It has virtually annexed its mandated territory, South-West Africa, a pre-1915 German colony, even though it remains international territory by ruling of the U.N. and the Permanent Court of International Justice. The territory's voteless Herero people

(*opposite page*) last year protested to the U.N. against Malan. But last month six Malan candidates in South-West Africa swept an election giving Malan his first firm parliamentary majority. A British correspondent wrote after the election: "They [the whites] seemed to vote here for an Afrikaans-speaking republic rejecting the Crown and the United Nations; somehow they still seek a plain God-fearing State, where the natives hew wood and draw water under the perpetual curse of the children of Ham, where the Boer can live without responsibilities to the world, preserving his language and way of life uncontaminated, where his racial superiority is recognized as a guiding principle of State."



MALAN'S SUCCESSOR is likely to be Dr. T. E. Donges, shown here at bat at Nationalist party outing. Cricket is one of few English customs Afrikaners adopt.



MALAN'S CRITIC is Mrs. Margaret Ballinger, a white, who represents a Coloured constituency in Parliament. Here she talks to Cape Town longshoremen.



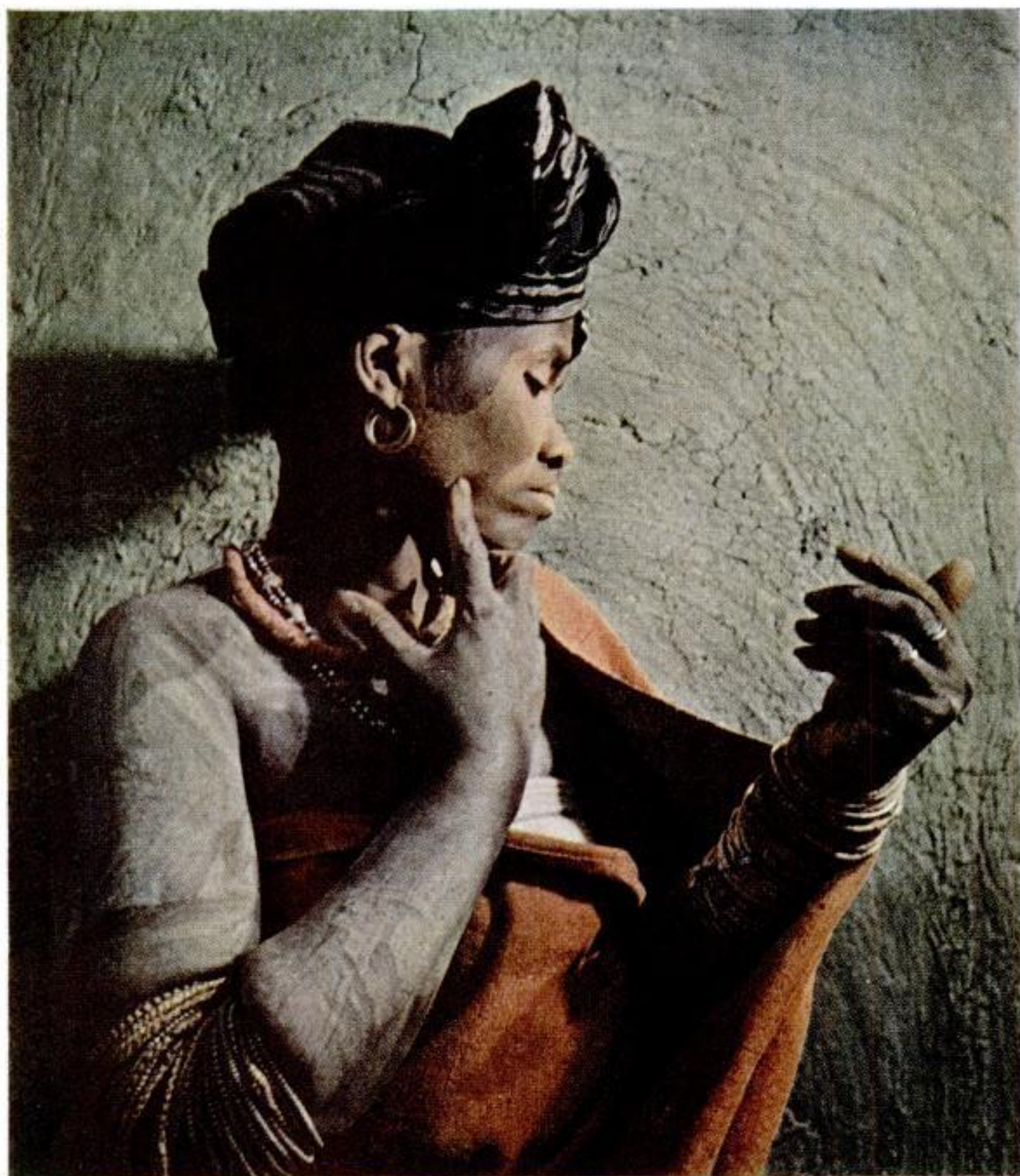
BEADS AND TURBANS give a look of proud elegance to robust Herero women of South West Africa's Windhoek location. Turbans are put on at 18 to signify

readiness for marriage; thereafter it is practically indecent to go without one. Ornate dresses were copied from those of 19th Century German missionaries' wives.

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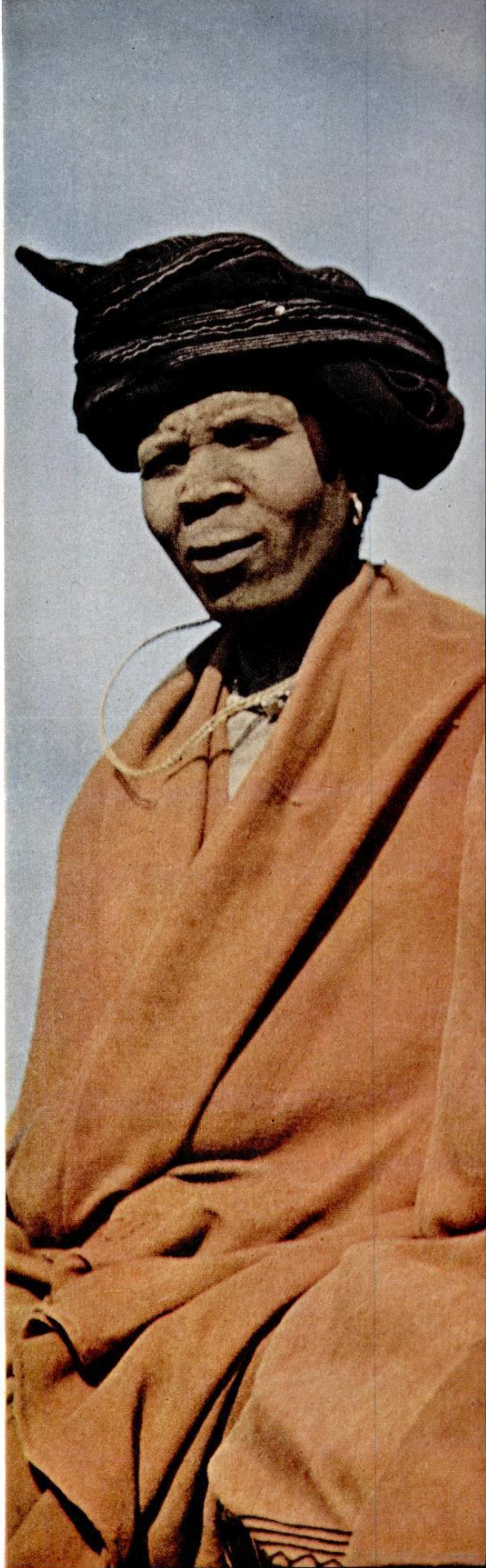
SOUTH AFRICA CONTINUED



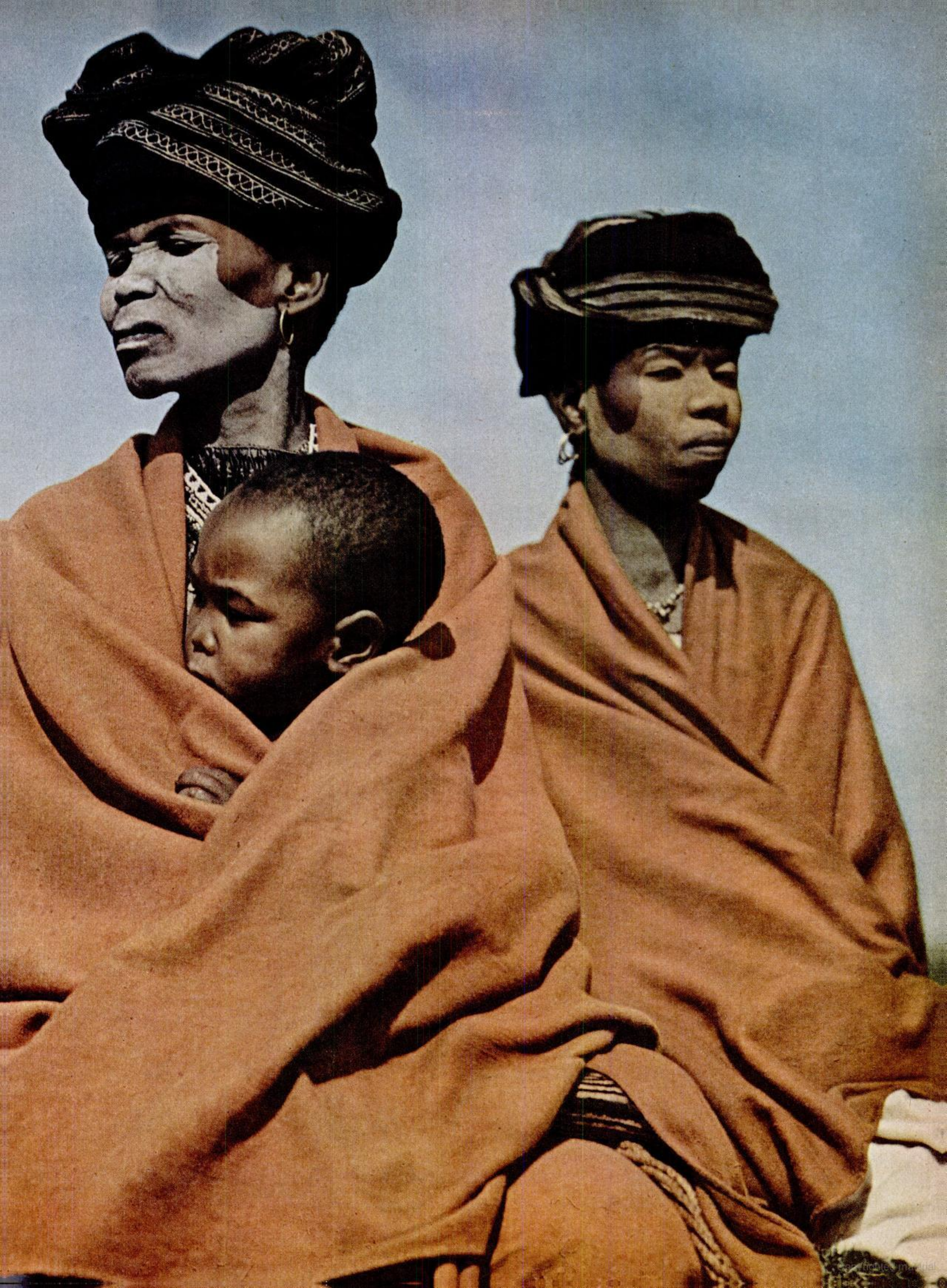
TEMBU WOMAN applies colored clay make-up, with aid of mirror, in morning ritual much like that of Western woman. Her tribe lives on reserves on Union's southeast coast.



TEMBU MINER awaits medical check at Johannesburg. He wears blanket, which gives tribe nickname of "Red Men," and ties clout tightly over his hair.



"THE GREAT WIFE" (right, center) of a Tembu chief holds baby son who will grow up to be a tribal leader. With her are two of the chief's subordinate wives.





THROUGH THE WINDOW of her *pondokkie*, a tin shanty, a Herero woman in Windhoek stares at passers-by. On her turban is a bit of cheap jewelry. Hereros,

like all natives, cannot improve housing because they are prevented from learning skilled trades like carpentry. Hereros' land was taken by Germans in 1890s.



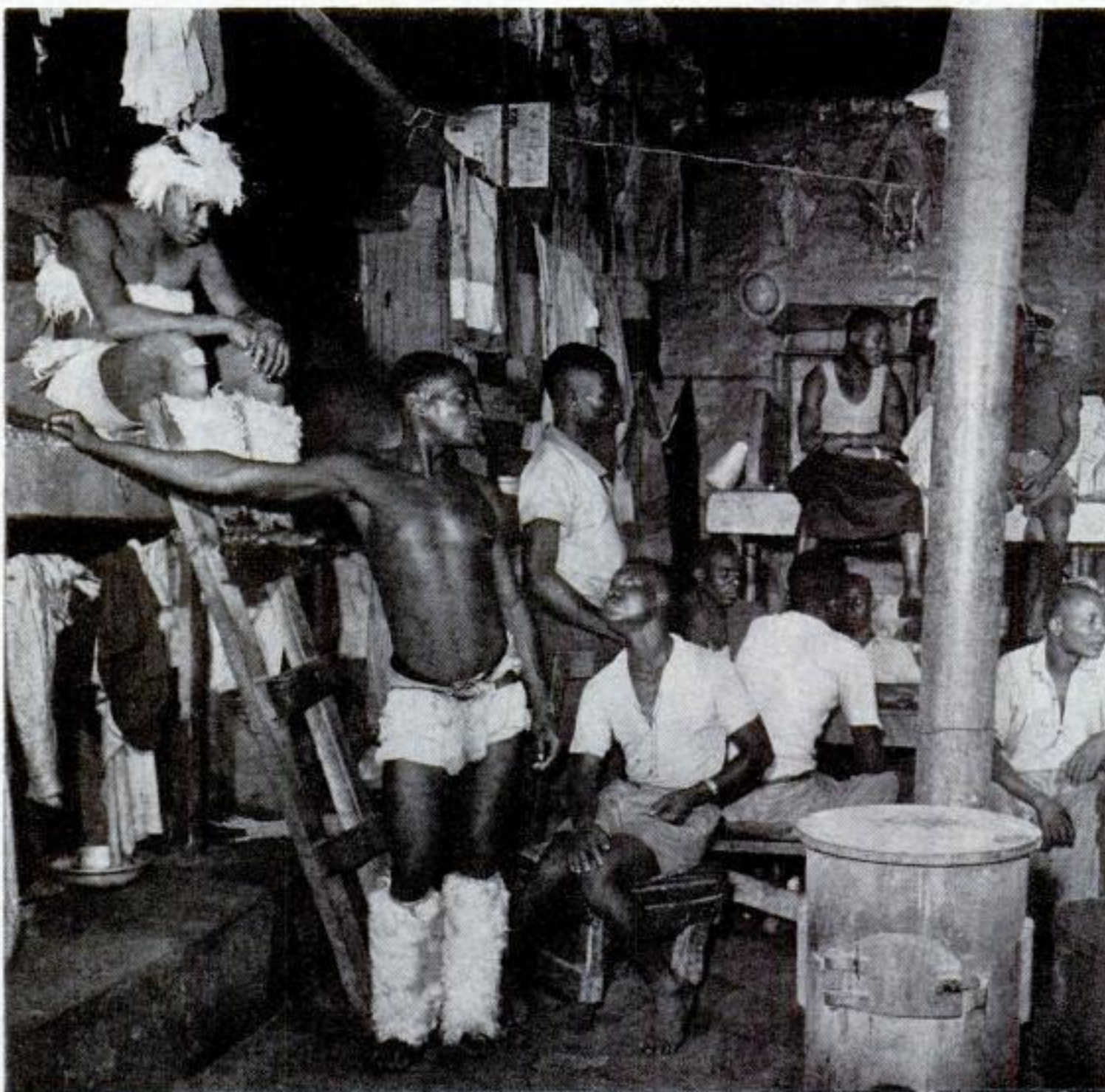
HERERO MOTHERS, one jauntily displaying her German-made sewing machine, sit with their bright-eyed children outside shanty homes in Native location (*i.e.*, segregated area) at Windhoek, which is capital of South-West Africa.

MINING RECRUITS are fingerprinted, the tribesman's way of signing contract as a gold miner. These Natives, Pondos from the southeast, are signed up by National Recruiting Corporation official after quick oral reading of the contract.





AGAINST A BACKDROP OF MINE SHAFT HEADGEAR AT ROBINSON DEEP, SINEWY GOLD MINERS STAGE A VIOLENT TRIBAL DANCE SHOW FOR OTHER MINERS AND WEEKEND



MINERS' BARRACK at the Robinson Deep mine provides concrete bunks for as many as 40 men in a single room. Barracks like this are usually kept clean and orderly. But penning men together away from families is a system that breeds homosexuality.

YOUNG NATIVES GO TO THE GOLD MINES

In South Africa's gold mines, the black worker is a "unit." About 330,000 units are hired every year through the National Recruiting Corporation and the Native Labour Association. Native reserves (similar to U.S. Indian reservations) are often bare of young men because more than half of the able-bodied are syphoned into the mines. The work is arduous, the pay low. The only raise in 30 years was given in 1944 to bring the scale to 38¢ a day plus food and lodging. The men are locked up at night in crowded compounds, without women or families, for nine, 12 or 18 months—but still they flock to the mines.

The main compulsion is livelihood. The Native must earn the white man's money to pay the white man's taxes which become collectible when a Native is 18. Without a tax receipt most Natives cannot work or even walk the streets of the Union's modern cities. Sometimes a Native has to satisfy the old tribal custom of paying for a bride. Formerly he bought the girl from her father by paying in cattle. Now, if he has no cattle, he becomes a miner to earn enough to buy the cattle.

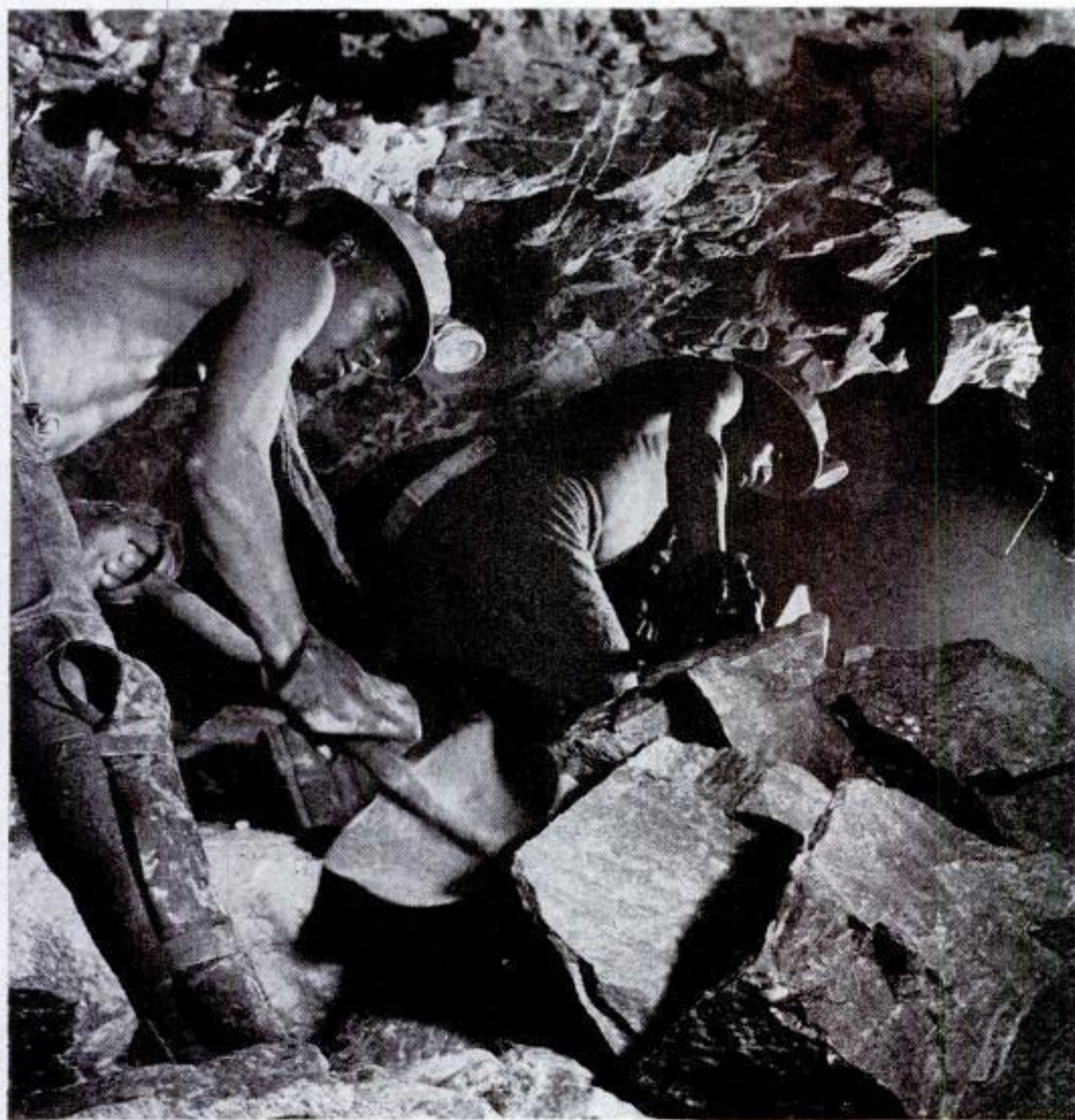
Another compulsion is the white trader in a Native village, who gives his Native customers credit for cattle feed, blankets or other supplies. Many of these traders are licensed as labor recruiters by the official agencies and try to recruit debtors for the mines. This way, they not only can arrange to have debts subtracted from recruit's pay but also get a bonus equal to about \$3 for each recruit they send on.



VISITORS. THEY DRAPE TORSOS, LEGS WITH SHEEPSKIN



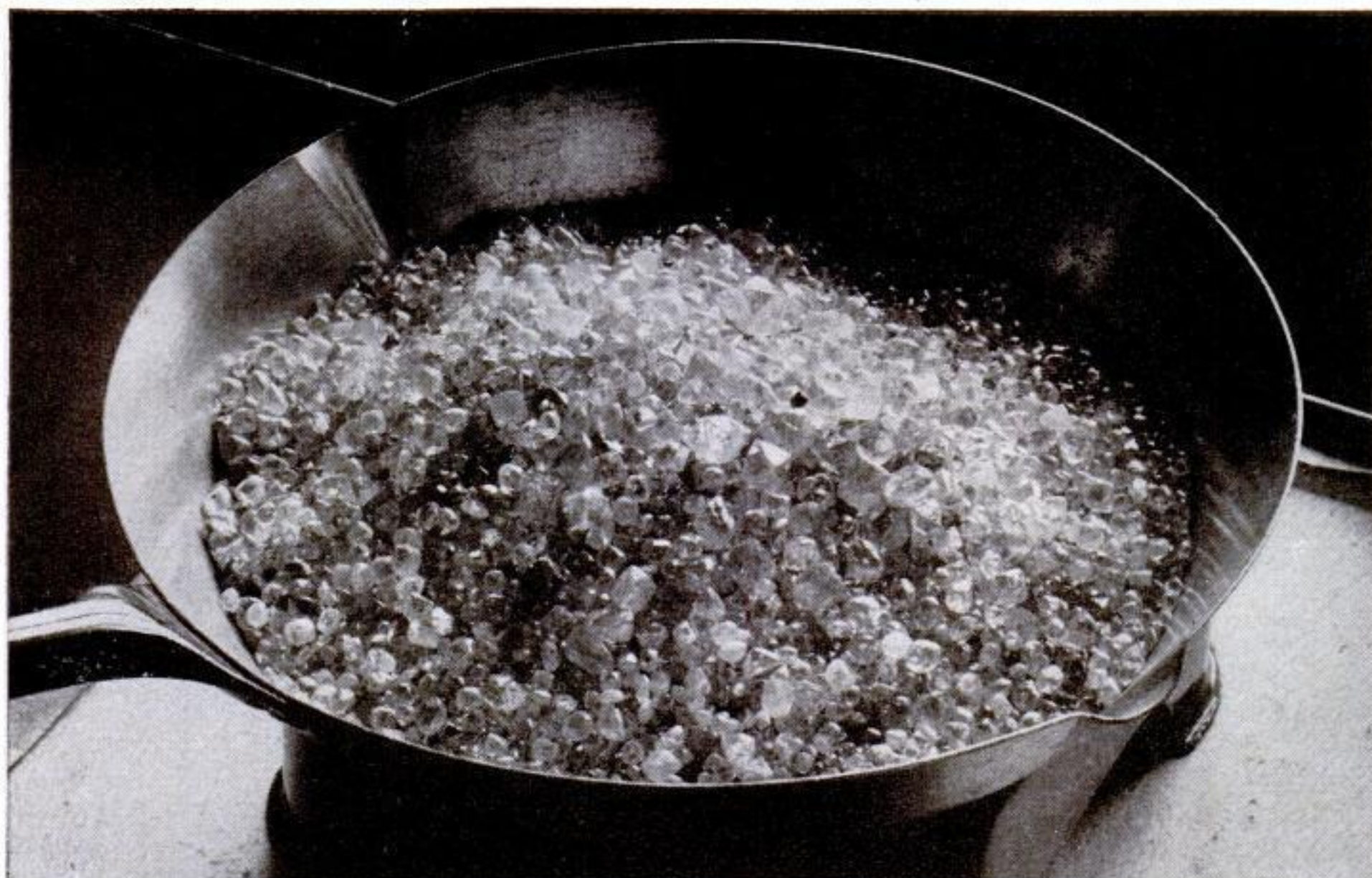
IN SHAFT DRENCHED BY UNDERGROUND SPRINGS, MINERS LOAD A SLUDGE BUCKET AS THEY DIG TOWARD NEW GOLD



MINERS WORK in a tight rocky tunnel at Robinson Deep mine. The mine's management provides workers' helmets and leg guards as safety aids, but in this area, previously mined and now being reworked, the cave-in hazard is great.



NEW GOLD glistens in the sun at Germiston, near Johannesburg, as workers at Rand Refinery trundle \$196,000 cartload of 400-ounce bars (99.5% pure) from weighing to the storage areas. South Africa's biggest gold refinery is located here.



6772 NEWLY MINED DIAMONDS WORTH \$463,650 IN THE ROUGH ARE DRIED IN FRYING PAN AFTER AN ACID BATH

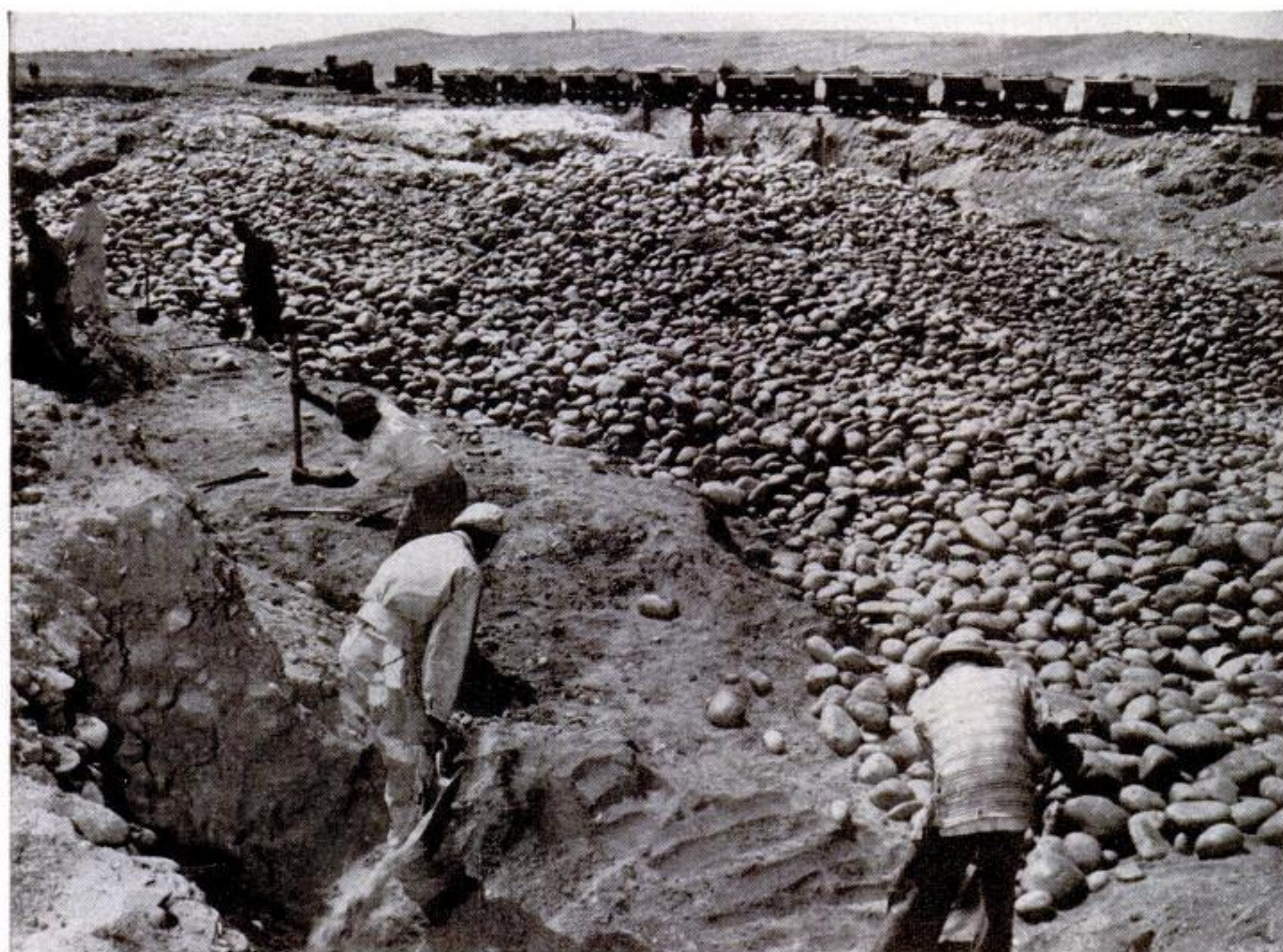
THE COAST YIELDS DIAMONDS

The richest legends of South Africa's mineral wealth hardly exaggerate the bounty. While it is not true that a wanderer along the coast of South-West Africa can pick up diamonds like pebbles, they still exist in great abundance. The panful above contains only part of the 128,111 diamonds shipped from the Orange Mouth workings of the Consolidated Diamond Mines, Ltd. in the week Miss Bourke-White took this picture. In this mine diamonds are dug out of beds of heavy gravel after an overburden of sand has been lifted off by power shovels. At other mines, like the famed Kimberley, diamond-bearing ground is taken from deep shafts.

No mere wanderer ever gets into the tightly guarded "diamond coast." Official visitors are X-rayed before they leave. Workers are locked

up at night. Before a diamond-mining Ovambo tribesman can be "repatriated" to his native reserve, he is held for two or three days of X-raying and searching in a special compound. So complete is the security that when the Orange Mouth workings were opened, the company dynamited every tree along the shore to eliminate landmarks that might be a guide to miners who hoped to bury caches and get them later.

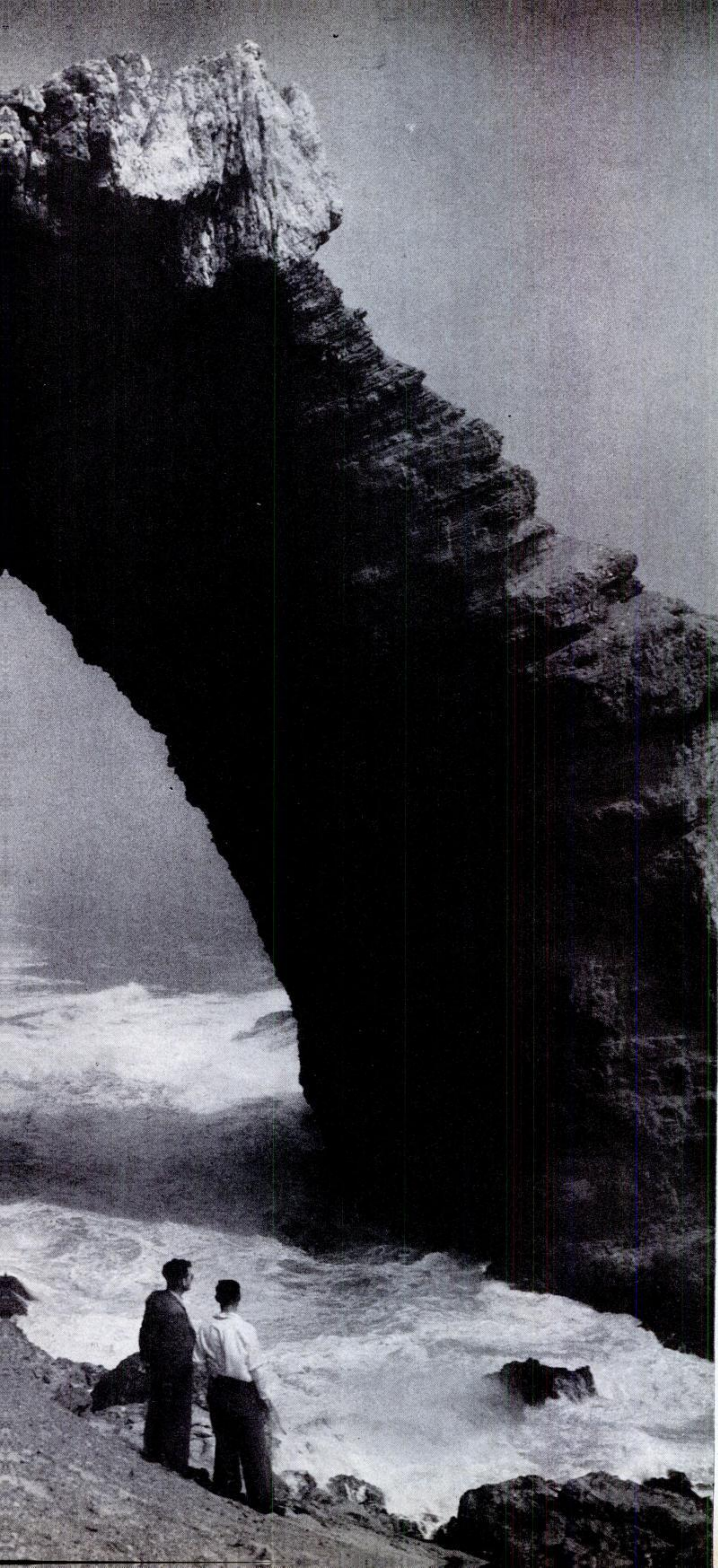
The diamond miner usually has better working conditions than his gold-mining cousin. But his wages are smaller (17¢ a day). Moves to raise wages are not approved by the South-West African Administration, which fears that the mines' paying more might lure good labor away from the politically powerful farmers and generally disturb the cheap black labor market.



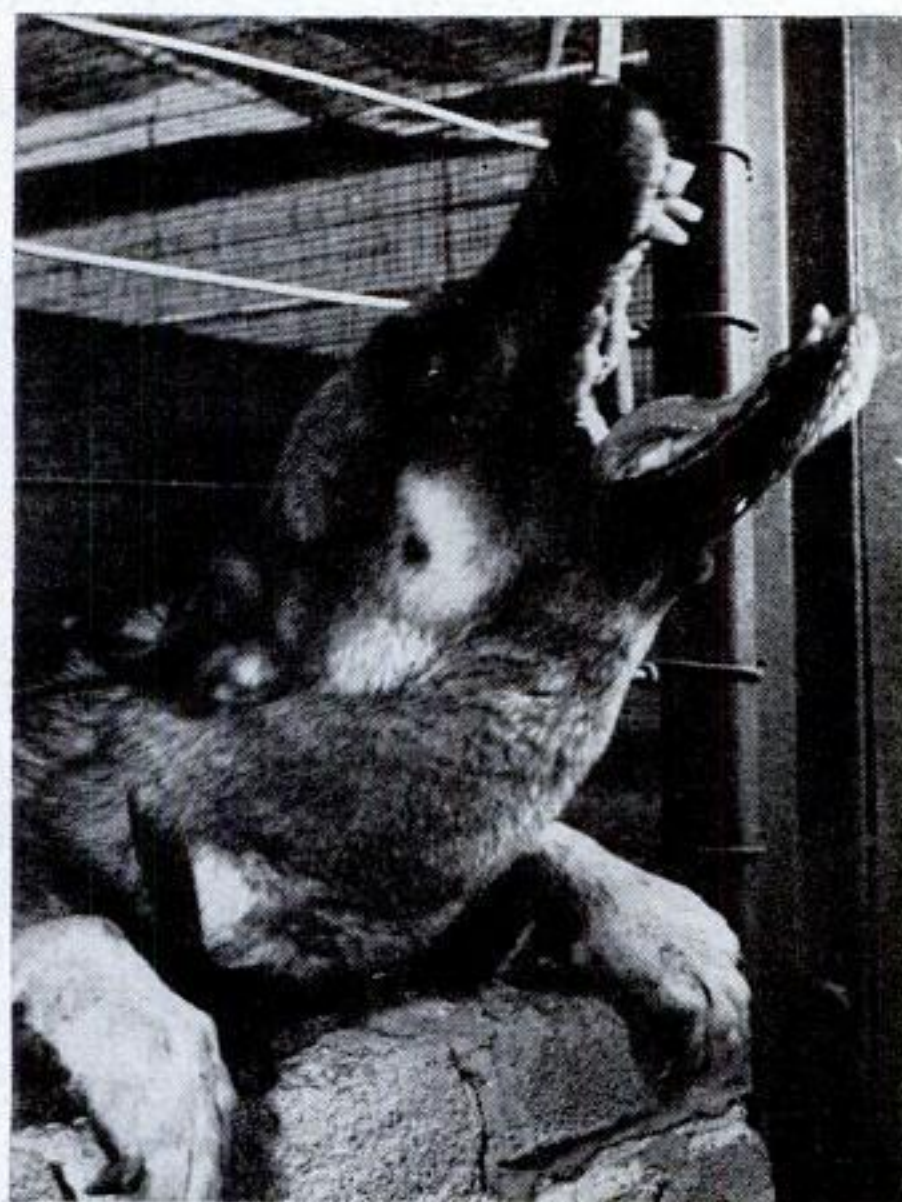
DIAMOND DIGGERS pick into rocky subsoil. Diamonds are heavy and work way deep into earth,

often are found by sweeping crannies. Cars in background carry away unsifted gravel to sorting belts.

ALONG THE ROCKY DIAMOND COAST, THE SEA HAS CARVED HUGE ARCHES →



FORBIDDEN AREA along entire diamond coast has warning signs in English, Afrikaans, German.



POLICE DOG bares his fangs at visitors. A trained pack of these dogs guards diamond-mine borders.



MINER'S REWARD is a 7¢ bonus above his day's pay (17¢) as he turns over a diamond that he has found.

THESE ARE THE THINGS CRITICS CONDEMN MOST

To handle his great problem, the white South African resorts to many restraints. The pictures below show the most criticized examples of long-flourishing inequities. The Nationalists defend their policy as the best way to "preserve racial integrity," "to protect each community against the penetration of the other," to prevent "racial animosity," which mixing would bring, and to prevent unemployment and evils that would follow from overcrowding of white areas. A South African explained last



TOT SYSTEM lets Cape winegrowers pay workers partly in "tots" of wine. Here, a farmer's daughter serves a noonday ration to a boy working in the field.



PASS SYSTEM requires that nearly all Natives carry one or more passes always. This queue waits outside the Johannesburg Pass Office to renew passes.



POLICE HARASSMENT keeps Natives in a constant state of fear and uncertainty. This is raid in Johannesburg on Native makers of illegal home brew.



"AMALAITA" FIGHTS are policed free-for-alls (*amalaita* means gangster) held every Sunday afternoon at Pretoria so recreation-starved Natives,

mainly house servants, may "work off their animal spirits." Man at right is a police sergeant. Embarrassed officials try to restrict audiences to blacks.



FARM JAIL SYSTEM provides cheap labor for many farmers in the veld country. Under it, groups of farmers build and maintain cooperative jails and

keep them stocked with public prisoners for whom the state is paid a fraction of normal labor rates. The prisoners are well fed but receive no payment.

spring in London: " 'Colour Bar' is an unfortunate term; but *rightly and fully understood* I am in favour of it, for God or Nature is in favour of it. In varying forms it prevails through the animal kingdom. . . ."

Under *apartheid* regulations a Malay woman teacher was arrested near Cape Town recently for "leaning against a bench" reserved for Europeans. Last month police arrested a white man and a half-caste who had lived together 15 years and had three children. Forbidden by one law to marry, the

couple was found guilty of immorality under a later law for not having married. Ministers who perform mixed marriages now may be arrested.

In South Africa there are educated and intelligent blacks who have no voice because they have neither a vote nor more than token representation. And there are whites, both Afrikaner and English, who abhor the government's policies on moral grounds and fear it because it is breeding a counter black nationalism, which may explode in terrible racial war.



SHANTY-TOWN DWELLER, age 3, stands at the barbed-wire fence that marks the boundary of her home, a bleak, filthy slum housing 60,000 Natives on Johannesburg's outskirts. The slum, classed officially as an emergency camp,

was built by homeless black squatters who had no other place to go. Houses are thrown together of tin and sacking. Bricks are rarely used. There is no policing, only the most primitive sanitation facilities, and no health services.

A NOVELIST SUMS UP THE WHITE'S DILEMMA

South Africa's problem was searchingly exposed in Alan Paton's distinguished novel, Cry, the Beloved Country (Copyright, 1948, by Alan Paton, Charles Scribners Sons, \$3). In one passage Paton, a South African of Scottish descent, expresses the thoughts of a white who tries honestly to examine the problem that confronts him, only to wind up baffled by its complexity and fearful of its outcome.

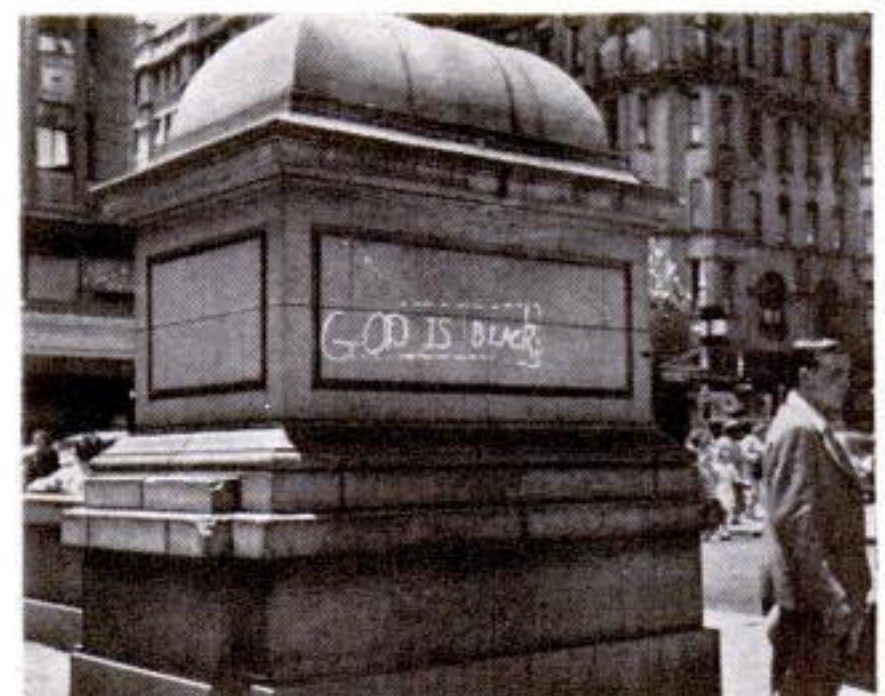
And some cry for the cutting-up of South Africa without delay into separate areas, where white can live without black, and black without white, where black can farm their own land and mine their own minerals and administer their own laws. And others cry away with the compound system, that brings men to the towns without their wives and children, and breaks up the tribe and the house and the man, and they ask for the establishment of villages for the labourers in mines and industry.

And the churches cry too. The English-speaking churches cry for more education, and more opportunity, and for a removal of the restrictions on native labour and enterprise. And the Afrikaans-speaking churches want to see the native people given opportunity to develop along their own lines, and remind their own people that the decay of family religion, where the servants took part in family devotions, has contributed in part to the moral decay of the native people. But there is to be no equality in church or state.

Yes, there are a hundred, and a thousand voices crying. But what does one do, when one cries this thing, and one cries another? Who knows how we shall fashion a land of peace where black outnumbers white so greatly? Some say that the earth has bounty enough for all, and that more for one does not mean less for another, that the advance of one does not mean the decline of another. They say that poor-paid labour means a poor nation, and that better-paid labour means greater markets and greater scope for industry and manufacture. And others say that this is a danger, for better-paid labour will not only buy more but will also read more, think more, ask more, and will not be content to be forever voiceless and inferior.

Who knows how we shall fashion such a land? For we fear not only the loss of our possessions, but the loss of our superiority and the loss of our whiteness. Some say it is true that crime is bad, but would this not be worse? Is it not better to hold what we have, and to pay the price of it with fear? And others say, can such fear be endured? For is it not this fear that drives men to ponder these things at all?

We do not know, we do not know. We shall live from day to day, and put more locks on the doors, and get a fine fierce dog when the fine fierce bitch next door has pups, and hold on to our handbags more tenaciously; and the beauty of the trees by night, and the raptures of lovers under the stars, these things we shall forego. We shall forego the coming home drunken through the midnight streets. . . . We shall be careful, and knock this off our lives, and knock that off our lives, and hedge ourselves about with safety and precaution. And our lives will shrink, but they shall be the lives of superior beings; and we shall live with fear, but at least it will not be a fear of the unknown. And the conscience shall be thrust down; the light of life shall not be extinguished, but be put under a bushel, to be preserved for a generation that will live by it again, in some day not yet come; and how it will come, and when it will come, we shall not think about at all.



A BLACK PROTEST is chalked on wall outside the Johannesburg city hall by resentful Native.

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2. Paul woke refreshed next morning, and before he jumped from bed,
"Why, history records no kings who slept as well," he said.
"Eight hundred springs and more, you say, in every mattress deep?
That's modern—and I must admit, *I had a grand night's sleep!*"



3. "Old Roman baths have ne'er been matched for luxury and bliss,
But I think even Caesar would have cheered a bath like this.
The water's hot, there's lots of soap, and stacks of towels white.
It's modern—and I must admit, *it's better than all right!*"



4. "Ho! Bring me bread, and viands fine, and lots of good red meat!"
Exclaimed the Prof. And then, surprise, that's what he got to eat!
"Why, banqueteers of old," he cried, "would envy me—and should!
It's modern—and I must admit, *this Statler food is GOOD!*"



5. "In olden times, most inns were on the edge of town," he cried.
"But Statler's *close* to offices, to shops and shows beside.
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It's modern—and I like it—and *I know you'll like it, too!*"



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HOW TO LOOK DEAD is carefully demonstrated by John Huston to a bit player in Stephen Crane's Civil War classic *Red Badge of Courage*, which Huston is

now directing. He usually gives a minimum of direction to starring actors but will take great pains to show a minor player what to do during a quick, fleeting scene.

UNDIRECTABLE DIRECTOR



By sliding down a waterfall John Huston turned from timid soul to man of action. Now he makes movies in which his actions speak louder than anyone else's dialog

BY JAMES AGEE

THE ant, as every sluggard knows, is a model citizen. His eye is fixed unwaveringly upon Security and Success, and he gets where he is going. The grasshopper, as every maiden ant delights in pointing out, is his reprehensible opposite number: a hedonistic jazz-baby, tangoing along primrose paths to a disreputable end. The late Walter Huston's son John, one of the ranking grasshoppers of the Western Hemisphere, is living proof of what a lot of nonsense that can be. He has beaten the ants at their own game and then some, and he has managed that blindfolded, by accident, and largely just for the hell of it. John was well into his 20s before anyone could imagine he would ever amount to more than an awfully nice guy to get drunk with. He wandered into his vocation as a writer of movie scripts to prove to a girl he wanted to marry that he amounted to more than a likeable bum. He stumbled into his still deeper vocation as a writer-director only when he got sick of seeing what the professional directors did to his scripts. But during the 10 subsequent years he has won both Security aplenty (currently \$3,000 a week with M-G-M and a partnership in Horizon Pictures with his friend Sam Spiegel) and Success aplenty (two Oscars, a One World Award and such lesser prizes as the Screen Directors' Guild quarterly award which he received last week for his *Asphalt Jungle*).

Yet these are merely incidental attainments. The first movie he directed, *The Mal-*

tese Falcon, is the best private-eye melodrama ever made. *San Pietro*, his microcosm of the meaning of war in terms of the fight for one hill town, is generally conceded to be the finest of war documentaries. *Treasure of Sierra Madre*, which he developed from B. Traven's sardonic adventure-fable about the corrosive effect of gold on character, is the clearest proof in perhaps 20 years that first-rate work can come out of the big commercial studios.

Most of the really good popular art produced anywhere comes from Hollywood, and much of it bears Huston's name. To put it conservatively, there is nobody under 50 at work in movies, here or abroad, who can excel Huston in talent, inventiveness, intransigence, achievement or promise. Yet it is a fair bet that neither money, nor acclaim, nor a sense of dedication to the greatest art medium of his century have much to do with Huston's staying at his job: he stays at it because there is nothing else he enjoys so much. It is this tireless enjoyment that gives his work a unique vitality and makes every foot of film he works on unmistakably his.

The goons were aghast

HUSTON seems to have acquired this priceless quality many years ago at the time of what, in his opinion, was probably the most crucial incident in his life. When he was about 12 years old he was so delicate he was hardly expected to live. It was intermi-

nably dinned into him that he could never possibly be quite careful enough, and for even closer protection he was put into a sanitarium where every bite he ate and breath he drew could be professionally policed. As a result he became virtually paralyzed by timidity; "I haven't the slightest doubt," he still says, "that if things had gone on like that I'd have died inside a few more months." His only weapon was a blind desperation of instinct, and by day not even that was any use. Nights, however, when everyone was asleep, he used to sneak out, strip, dive into a stream which sped across the grounds and ride it down quite a steep and stony waterfall, over and over and over. "The first few times," he recalls, "it scared the living hell out of me, but I realized—instinctively anyhow—it was exactly fear I had to get over." He kept at it until it was the one joy in his life. When they first caught him at this primordial autotherapy the goons were of course aghast; but on maturer thought they decided he might live after all.

The traits revealed in this incident are central and permanent in Huston's character. Risk, not to say recklessness, are virtual reflexes in him. Action, and the most vivid possible use of the immediate present, were his personal salvation; they have remained lifelong habits. Because action also is the natural language of the screen and the instant present is its tense, Huston is a born popular artist. In his life, his dealings and his work as an artist he operates largely by

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Shasta BEAUTY CREAM Shampoo

DOESN'T ROB HAIR OF NATURAL OILS

JOHN HUSTON CONTINUED

instinct, unencumbered by much reflectiveness or abstract thinking, or any serious self-doubt. Incapable of yesing, apple-polishing or boot-licking, he instantly catches fire in resistance to authority.

Nobody in movies can beat Huston's record for trying to get away with more than the traffic will bear. *San Pietro* was regarded with horror by some gentlemen of the upper brass as "an antiwar picture" and was cut from five reels to three. *Treasure*, which broke practically every box-office law in the game and won three Oscars,



EARLY INDICATION of his histrionic interests—and forcefulness—shows in this picture taken of Huston when he was 3½.

was made over the virtually dead bodies of the top men at Warners' and was advertised as a Western. *The Asphalt Jungle* suggests that in some respects big-town crime operates remarkably like free enterprise. Huston seldom tries to "lick" the problem imposed by censorship, commercial queasiness or tradition; he has learned that nothing is so likely to settle an argument as to turn up with the accomplished fact, accomplished well, plus a bland lack of alternative film shots. And yet after innumerable large and small fights and a fair share of defeats he can still say of his movie career, "I've never had any trouble." Probably the whitest magic that protects him is that he really means it.

Nonetheless his life began with trouble—decorated with the best that his Irish imagination, and his father's, could add to it. He was born John Marcellus Huston on Aug. 5, 1906 in Nevada, Mo., a hamlet which his grandfather, a professional gambler, had by the most ambitious version

of the family legend acquired in a poker game. John's father, a retired actor, was in charge of power and light and was learning his job, while he earned, via a correspondence course. Before the postman had taught him how to handle such a delicate situation, a fire broke out in town, Walter overstrained the valves in his effort to satisfy the fire department, and the Hustons decided it would be prudent to leave what was left of Nevada before morning. They did not let their shirttails touch their rumps until they hit Weatherford, Texas, another of Grandfather's jackpots. After a breather they moved on to St. Louis (without, however, repeating the scorched-earth policy), and Walter settled down to engineering in dead earnest until a solid man clapped him on the shoulder and told him that with enough stick-to-itiveness he might well become a top-notch engineer, a regular crackerjack. Horrified, Walter instantly returned to the stage. A few years later he and his wife were divorced. From there on out the child's life lacked the stability of those early years.

John divided his time between his father and mother. With his father, who was still some years short of eminence or even solvency, he shared that bleakly glamorous continuum of three-a-days, scabrous fleabags and the cindery, ambling day coaches between, which used to be so much of the essence of the American theater. John's mother was a newspaperwoman with a mania for travel and horses (she was later to marry a vice president of the Northern Pacific), and she and her son once pooled their last \$10 on a 100-to-1 shot—which came in. Now and then she stuck the boy in one school or another, but mostly they traveled—well off the beaten paths.

After his defeat of death by sliding down the waterfall, there was no holding John. In his teens he became amateur lightweight boxing champion of California. A high school marriage lasted only briefly. He won 23 out of 25 fights, many in the professional ring, but he abandoned this promise of a career to join another of his mother's eccentric grand tours. He spent two years in the Mexican cavalry, emerging at 21 as a lieutenant. In Mexico he wrote a book, a puppet play about Frankie and Johnny. Receiving, to his astonishment, a \$500 advance from a publisher, he promptly entrained for the crap tables of Saratoga where, in one evening, he ran it up to \$11,000, which he soon spent or gambled away.

After that Huston took quite a friendly interest in writing. He wrote a short story which his father showed to his friend Ring Lardner, who showed it to his friend H. L. Mencken, who ran it in the *Mercury*. He wrote several other stories about horses and boxers before the vein ran out. It was through these stories, with his father's help, that he got his first job as a movie writer. He scripted *A House*

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Divided, starring his father, for William Wyler. But movies, at this extravagant stage of Huston's career, were just an incident. At other stages he worked for the New York *Graphic* ("I was the world's lousiest reporter"), broke ribs riding steeplechase, studied painting in Paris, knocked around with international Bohemians in London and went on the bum in that city when his money ran out and he was too proud to wire his father. At length he beat his way back to New York where, for a time, he tried editing the *Midweek Pictorial*. He was playing Abraham Lincoln in a Chicago WPA production when he met an Irish girl named Leslie Black and within 15 minutes after their meeting asked her to marry him. When she hesitated he hotfooted it to Hollywood and settled down to earn a solid living as fast as possible. Marrying Leslie was probably the best thing that ever happened to him, in the opinion of Huston's wise friend and studio protector during the years at Warner Bros., the producer Henry Blanke. Blanke remembers him vividly during the bachelor interlude: "Just a drunken boy; hopelessly immature. You'd see him at every party, wearing bangs, with a monkey on his shoulder. Charming. Very talented but without an ounce of discipline in his make-up." Leslie Huston, Blanke is convinced, set her husband the standards and incentives which brought his abilities into focus. They were divorced in 1945, but in relation to his work he has never lost the stability she helped him gain.

At 44 Huston still has a monkey and a chimpanzee as well, but he doesn't escort them to parties. His gray-sleeted hair still treats his scalp like Liberty Hall and occasionally slithers into bangs, but they can no longer be mistaken for a Bohemian compensation. He roughly suggests a jerked-venison version of his father, or a highly intelligent cowboy. A little over 6 feet tall, quite lean, he carries himself in a perpetual gangling-graceful slouch. The forehead is monkey-ish pucker, the ears look as clipped as a show dog's; the eyes, too, are curiously animal, an opaque red-brown. The nose was broken in the prize ring. The mouth is large, mobile and gap-toothed. The voice which comes out of this leatheriness is surprisingly rich, gentle and cultivated. The vocabulary ranges with the careless ease of a mountain goat between words of eight syllables and of four letters.

Some friends believe he is essentially a deep introvert using every outside means available as a form of flight from self-recognition—in other words, he is forever sliding down the waterfall and instinctively fears to stop. The same friends suspect his work is all that keeps him from flying apart. He is wonderful company, almost any time, for those who can stand the pace. Loving completely unrestrained and fantastic play, he is particularly happy with animals, roughhousers and children; a friend who owns three of the latter describes him as "a blend of Santa Claus and the Pied Piper." His friendships range from high in the Social Register to low in the animal kingdom, but pretty certainly the friend he liked best in the world was his father, and that was thoroughly reciprocated. It was a rare and heart-warming thing, in this Freud-ridden era, to see a father and son so irrepressibly pleased with each other's company and skill.

Hemingway, horses and hard liquor

HE has an indestructible kind of youthfulness, enjoys his enthusiasms with all his might and has the prompt appetite for new knowledge of a man whose intelligence has not been cloyed by much formal education. He regrets that nowadays he can read only two or three books a week. His favorite writers are Joyce, his friend Hemingway (perhaps his closest literary equivalent) and, above all, O'Neill; it was one of the deepest disappointments of his career when movie commitments prevented his staging the new O'Neill's *The Iceman Cometh*. His other enjoyments take many forms. He still paints occasionally. He is a very good shot and a superlative horseman; he has some very promising runners of his own. He likes money for the fun it can bring him, is extremely generous with it and particularly loves to gamble. He generally does well at the races and siphons it off at the crap tables. He is a hard drinker (Scotch) but no lush, and a heavy smoker. Often as not he forgets to eat. He has a reputation for being attractive to women, and rough on them. His fourth wife is the dancer, Ricky Soma; their son Walter was born last spring. He makes most of his important decisions on impulse; it was thus he adopted his son Pablo in Mexico. The way he and his third wife, Evelyn Keyes, got married is a good sample of Huston in action. He suggested they marry one evening in Romanoff's a week after they met, borrowed a pocketful of money from the prince, tore out to his house to pick up a wedding ring a guest had mislaid in the swimming pool and chartered Paul Mantz to fly them to Las Vegas where they were married that night.

Huston's courage verges on the absolute, or on simple obliviousness to danger. In Italy during the shooting of *San Pietro*, his simian

CONTINUED ON PAGE 134

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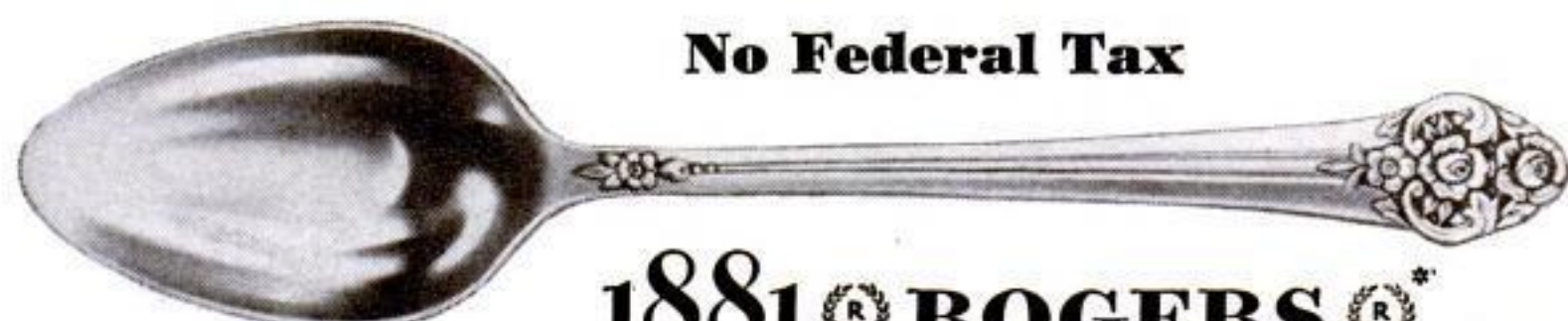
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THREE HUSTONS relax during shooting of *Treasure of Sierra Madre*. John (left) was director and father Walter starred. Third Huston is Pablo, a Mexican orphan who was water boy during the shooting and was adopted by John.

JOHN HUSTON CONTINUED

curiosity about literally everything made him the beau ideal of the contrivers of booby traps; time and again he was spared an arm, leg or skull only by the grace of God and the horrified vigilance of his friend Lieut. Jules Buck. He sauntered through mine fields where plain men feared to tread. He is quick to get mad and as quick to get over it. Once in Italy he sprinted up five flights of headquarters stairs in order to sock a frustrating superior officer; arriving at the top he was so winded he could hardly stand. Time enough to catch his breath was time enough to cool off; he just wobbled downstairs again.

Huston is swiftly stirred by anything which appeals to his sense of justice, magnanimity or courage: he was among the first men to stand up for Lew Ayres as a conscientious objector, he flew to the Washington hearings on Hollywood (which he refers to as "an obscenity") and sponsored Henry Wallace (though he voted for Truman) in the 1948 campaign. Some people think of him, accordingly, as a fellow traveler. Actually he is a political man chiefly in an emotional sense: "I'm against *anybody*," he says, "who tries to tell anybody else what to do." The mere sight or thought of a cop can get him sore. He is in short rather less of a Communist than the most ultramontane Republican, for like perhaps five out of seven good artists who ever lived he is—to lapse into technical jargon—a natural-born antiauthoritarian individualistic libertarian anarchist, without portfolio.

A very good screen writer, Huston is an even better director. He has a feeling about telling a story on a screen which sets him apart from most other movie artists and from all nonmovie writers and artists. "On paper," he says, "all you can do is say something happened, and if you say it well enough the reader believes you. In pictures, if you do it right, *the thing happens, right there on the screen.*"

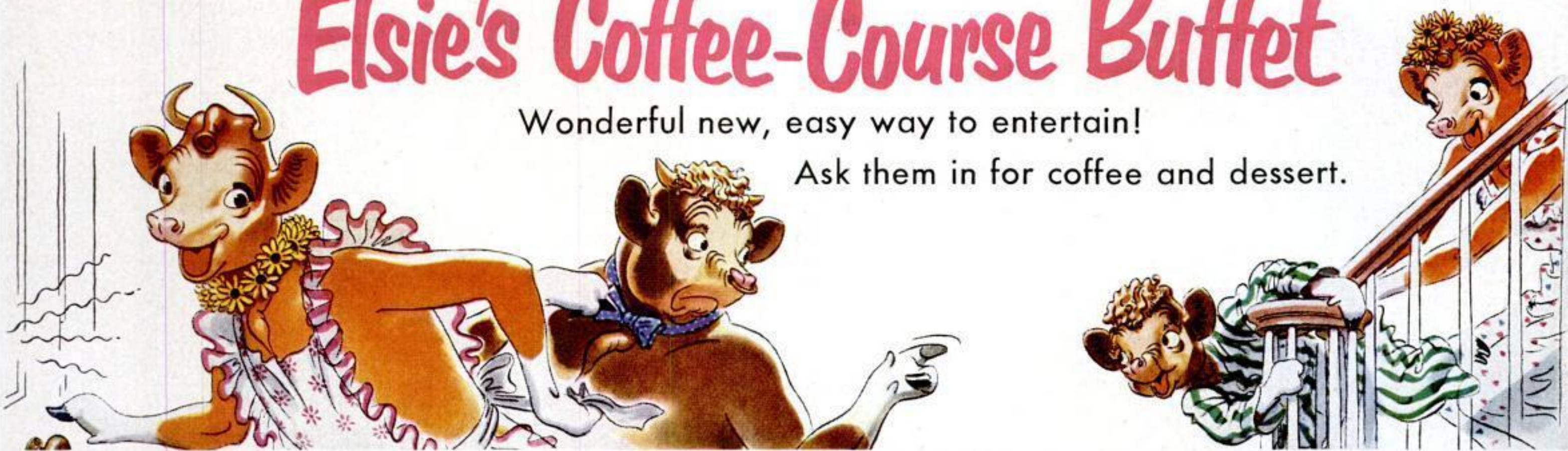
This means more than it may seem to. Most movies are like pre-digested food because they are mere re-enactments of something that happened (if ever) back in the scripting stage. At the time of shooting the sense of the present is not strong, and such creative energy as may be on hand is used to give the event finish, in every sense of the word, rather than beginning and life. Huston's work has a unique tension and vitality because the maximum of all contributing creative energies converge at the one moment that counts most in a movie—the continuing moment of committing the story to film. At his best he makes the story tell itself, makes it seem to happen for the first and last time at the moment of recording. It is almost magically hard to get this to happen. In the *Treasure* scene in which the bandits kill Bogart, Huston wanted it to be quiet and mock-casual up to its final burst of violence. He told two of his three

CONTINUED ON PAGE 139

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To the 25 Junior Recipe Contest Winners
25 grand prizes \$25 each—with Godfrey Stamp \$50 each

Also—a trip to New York City and two-day stay at the Waldorf-Astoria hotel (at Pillsbury expense) for each of the 100 grand prize winners (75 seniors and 25 juniors) in order to compete in the Grand Ballroom of the Waldorf in the Baking Contest.

A like trip will be provided at Pillsbury expense for one parent or other approved adult for each of the 25 junior grand prize winners.

To the 75 runners-up in the Senior Recipe Contest
75 prizes of \$25 each—with Godfrey Stamp \$50 each

To the winners of the Senior Baking Contest
First prize . . . \$12,500—with Godfrey Stamp \$25,000
Second prize . . . \$5,000—with Godfrey Stamp \$10,000
Third prize . . . \$2,000—with Godfrey Stamp \$4,000

Six "Best of Class" Awards

BREADS . . . \$500—with Godfrey Stamp \$1,000
CAKES . . . \$500—with Godfrey Stamp \$1,000
PIES . . . \$500—with Godfrey Stamp \$1,000
COOKIES . . . \$500—with Godfrey Stamp \$1,000
ENTREES . . . \$500—with Godfrey Stamp \$1,000
DESSERTS . . . \$500—with Godfrey Stamp \$1,000

To the winners of the Junior Baking Contest

First prize . . . \$2,500—with Godfrey Stamp \$5,000
Second prize . . . \$1,500—with Godfrey Stamp \$3,000
Third prize . . . \$500—with Godfrey Stamp \$1,000

To the 100 entrants in the Baking Contest at the Waldorf-Astoria

100 General Electric Stratoliner Push-Button Ranges
100 General Electric Mixers
100 Cosco Utility Tables and Posture-Back Chairs

To qualify for additional bonus prizes offered by General Electric, see opposite page.

Pillsbury's BEST

2ND GRAND NATIONAL \$100,000 (\$135,390 Total Value Awards) RECIPE AND BAKING CONTEST



Grand Prize-Winner, 1949—Mrs. Ralph E. Smafield, Detroit, Michigan, was overjoyed when she heard she had won first prize. This could be YOU—this year!

**Again—to bring to light the most treasured recipes
of all America—of this and other generations**

You remember how excited everyone was last year over Pillsbury's big "Bake-off" at the Waldorf-Astoria hotel. Nothing before has ever brought such glamor, color, excitement and new interest to home baking.

So isn't it natural to have another contest! And the 2nd Grand National is even greater than the first!

Think of it! There are 587 prizes in all! Total value awards \$135,390 for the most treasured recipes of all America, of this and other generations.

YOU may win \$25,000! (A Junior baker may win \$5,000.) Your recipe may be sought out, tried and praised by women all over America.

The simplest kind of recipe may win! A new touch to an old

recipe . . . a family recipe, handed down from your grandmother's day . . . a foreign or novelty recipe . . . a favorite recipe of your church group . . . a streamlined recipe of today that uses easy, time-saving methods . . . all have a chance to win a big cash money prize.

You may win with a pie, cake, bread or dessert . . . with an entree or with cookies. Why, one of the everyday recipes right out of your kitchen drawer may win the big prize!

No fancy writing is necessary. Just send your recipe with an apt name on an official entry blank and tell when and where you learned of the recipe. You'll find complete instructions at your grocer's . . . and official entry blank with rules in every bag of Pillsbury's Best. It's easy and fun to enter!

Don't miss out! 587 prizes . . . \$135,390 in awards . . . are waiting! Right now, get out your favorite recipe and get into the contest. Better still, enter several recipes and increase your chances of winning. Enter today!



Scene of great excitement, color and interest of the 1st Grand National Recipe and Baking Contest, December, 1949. This year's "Bake-off" will again be held in the Grand Ballroom of the Waldorf-Astoria hotel in New York, on December 11, 1950.

DOUBLE YOUR PRIZE MONEY!

Send Arthur Godfrey Stamp with Official Entry Blank!

Get Arthur Godfrey Stamp at your grocer's. If grocer's supply is gone, write Ann Pillsbury, Minneapolis 2, Minn.

Get official entry blank in sacks of Pillsbury's Best—or by sending your name and address and dotted circle seal from top of any sack of Pillsbury's Best Enriched Flour to Ann Pillsbury, Minneapolis 2, Minn.



ADDED CONTEST FOR JUNIOR BAKERS!

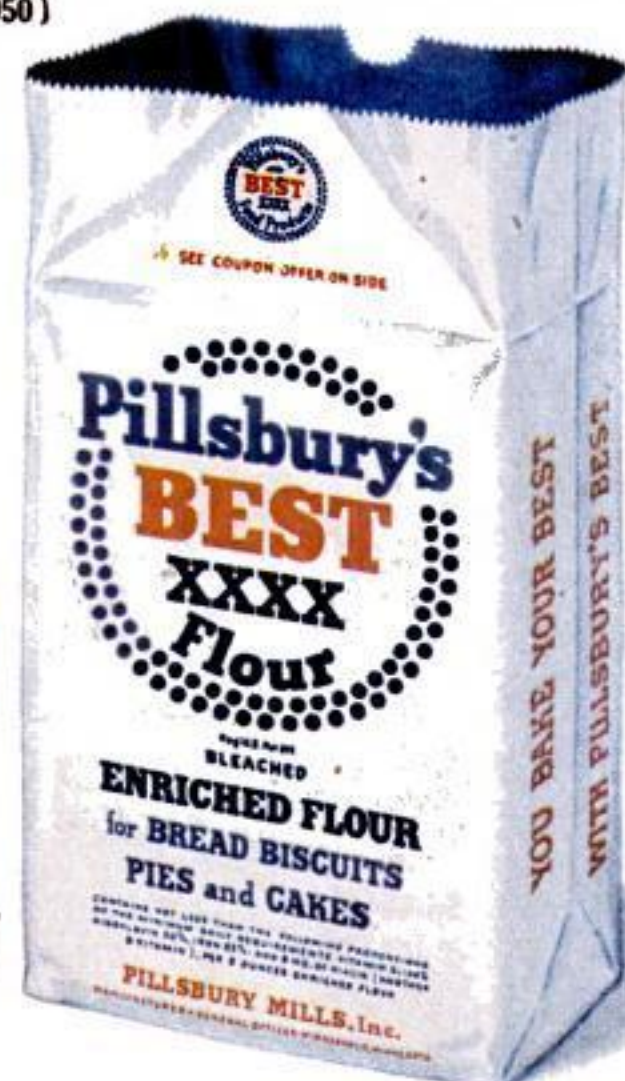
(girls 12 but not 20 on July 1, 1950)



**\$10,250 in
Junior Prizes!**

25 Trips to the Waldorf
in New York!

128 Junior prizes in all!
See prize list above!



**RULES AND ENTRY
BLANK NOW IN
EVERY BAG OF Pillsbury's BEST**

G-E All-Electric Kitchen

BONUS AWARD For 1ST Prize Winner In Pillsbury Baking Contest



Imagine! The all-electric kitchen of your dreams—a General Electric Kitchen *completely* equipped with appliances to match the G-E Range awarded each finalist in the baking contest! Includes G-E Space Maker Refrigerator, Automatic G-E Dishwasher and Sink; G-E Disposall® and beautiful G-E Steel Cabinets. All these—as a BIG BONUS for the First Prize Winner in Pillsbury's Baking Contest! * General Electric Co., Bridgeport 2, Conn.

100 G-E ELECTRIC RANGES TO BE AWARDED!



DE LUXE "STRATOLINER" MODEL WITH PUSH-BUTTON CONTROLS!

Oh, you lucky, lucky finalists in the Pillsbury Baking Contest—all 100 of you! You'll have the joys of General Electric "Speed Cooking"—just by pushing buttons! The famous G-E Tripl-Oven (3 ovens in 1); Built-in Pressure Cooker; Automatic Oven Timer; Tel-A-Cook Lights with push-button controls, a button for each cooking speed! Grand meals so easy to get!



100 G-E MIXERS TO BE AWARDED!

G-E Triple-Whip Mixer has 3 beaters, juicer, built-in light, speed selector. Every Pillsbury Baking Contest finalist gets one!

You can put your confidence in—

GENERAL  ELECTRIC

Bonus Awards for Other Pillsbury Prize Winners — G-E All-Electric Laundry; G-E 8-cu-ft Home Freezer; 6 Portable G-E Dishwashers! 100 Winners Get G-E "Speed Cooking" Ranges, G-E Mixers!

IMPORTANT!

Every entrant in Pillsbury's 2nd Grand National Recipe and Baking Contest can qualify for these wonderful General Electric Bonus Prizes! Be sure to visit your G-E major appliance retailer, and register. He has all the details. See him today!

G-E ALL-ELECTRIC LAUNDRY* FOR 2ND PRIZE WINNER IN PILLSBURY BAKING CONTEST



No more washday drudgery! G-E Automatic Washer washes, rinses, spin-dries, all at the touch of a dial. G-E Dryer fluff-dries your clothes in minutes. Flatplate Ironer cuts ironing time way down! And for plenty of hot water for all of your needs—a beautiful G-E Water Heater!

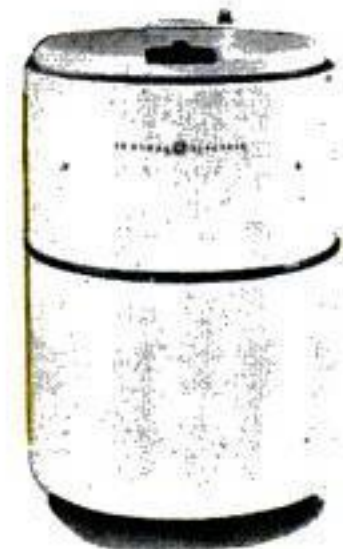
G-E 8-CU-FT HOME FREEZER FOR 3RD PRIZE WINNER IN PILLSBURY BAKING CONTEST



For quick-freezing foods at home—for storing frozen foods you buy! In the G-E Freezer, food freezes to zero degree within hours, holds that temperature. Saves dollars! Saves shopping time!

6 G-E PORTABLE DISHWASHERS FOR BEST-OF-CLASS WINNERS IN PILLSBURY BAKING CONTEST

Yes—six worksaving, electric dishwashers will be awarded! Fit any kitchen! No installation — simply roll washer to the sink. Wash dishes sparkling clean in hot, HOT water. And they dry themselves!



*G.E. will plan and pay for the installation of these G-E appliances in existing kitchen or laundry space in a private house.

Only the

Sunbeam

toasts with **RADIANT CONTROL**

Automatic Beyond Belief!



**ALL YOU DO IS DROP
IN THE BREAD**

Bread Lowers
itself automatically



**No Levers
to push**

Toast raises itself silently
No popping or banging

**AUTOMATICALLY ADJUSTS ITSELF
FOR EVERY KIND OF BREAD**

 MOIST	 OR DRY	 THICK	 OR THIN
--	---	--	--



The heat radiated from the *actual surface of the bread* is focused on a sensitive strip of bimetal. When the bread reaches the scientifically correct temperature for perfect toasting, sufficient heat is absorbed by the thermostat to shut off the toaster. The toasting is always the same no matter what kind of bread you use, regardless of line voltage, once you set it for the brownness you want.



"Gee, Mom—it's like Magic"

*Give Sunbeam
and you give
the finest*

THIS is the entirely *new* toaster that has completely changed people's conception of what an automatic toaster should do! Only after you've seen it make toast can you appreciate the sheer magic of its care-free operation.

No levers to push—no popping or banging. Just drop in the bread and the Sunbeam takes over. The bread lowers itself, turning on the current.

When perfectly toasted, the toast comes up silently, and current turns off. It's *that* sensational.

The new Sunbeam even regulates the toasting *automatically*, depending on the *kind* of bread. If the slices are moist, it toasts them a little longer than if they are dry. If they are thin, it toasts them quicker than thicker slices. Moist or dry, thick or thin—you always get the same uniform golden color you want—*automatically*. There is no other automatic toaster like the Sunbeam because only the Sunbeam toasts with patented RADIANT CONTROL. Ask your Sunbeam dealer to demonstrate it for you.

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Famous for *Sunbeam* MIXMASTER, IRONMASTER, COFFEEMASTER, WAFFLE BAKER, SHAVEMASTER, etc.

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killers—one a professional actor, the other two professional criminals—only to stay quiet and close to the ground, and always to move when Bogart moved, to keep him surrounded. Then he had everyone play it through, over and over, until they should get the feel of it. At length one of them did a quick scuttling slide down a bank, on his bottom and his busy little hands and feet. A motion as innocent as a child's and as frightening as a centipede's, it makes clear for the first time in the scene that death is absolutely inescapable, and very near. "When he did that slide," Huston says, "I knew they had the feel of it." He shot it accordingly.

Paradoxically in this hyperactive artist of action, the living, breathing texture of his best work is the result of a working method which relies on the utmost possible passiveness. Most serious-minded directors direct too much: "Now on this word," Huston has heard one tell an actor, "I want your voice to break." Actors accustomed to that kind of "help" are often uneasy when they start work with Huston. "Shall I sit down here?" one asked, interrupting a rehearsal. "I dunno," Huston replied. "You tired?" When Claire Trevor, starting work in *Key Largo*, asked for a few pointers, he told her, "You're the kind of drunken dame whose elbows are always a little too big, your voice is a little too loud, you're a little too polite. You're very sad, very resigned. Like this," he said, for short, and leaned against the bar with a peculiarly heavy, gentle disconsolateness. It was the leaning she caught onto (though she also used everything he said); without further instruction of any kind, she took an Oscar for her performance. His only advice to his father was a whispered, "Dad, that was a little too much like Walter Huston." Often he works with actors as if he were gentling animals; and although Bogart says without total injustice that "as an actor he stinks," he has more than enough mimetic ability to get his ideas across. Sometimes he discards instruction altogether: to get a desired expression from Lauren Bacall, he simply twisted her arm.

Even on disastrously thin ice Huston has the peculiar kind of well-earned luck which Heaven reserves exclusively for the intuitive and the intrepid. One of the most important roles in *Treasure* is that of the bandit leader, a primordial criminal psychopath about whom the most fascinating and terrifying thing is his unpredictability. It is impossible to know what he will do next because it is impossible to be sure what strange piece of glare-ice in his nature will cause a sudden skid. Too late for a change, it turned out that the man who played this role, though visually ideal for it, couldn't act for shucks. Worried as he was, Huston had a hunch it would turn out all right. It worked because this inadequate actor was trying so hard, was so unsure of what he was doing and was so painfully confused and angered by Huston's cryptic passivity. These several kinds of strain and uncertainty, sprung against the context of the story, made a living image of the almost unactable, real thing; and that had been Huston's hunch.

In placing and moving his characters within a shot Huston is nearly always concerned above all else to be simple and spontaneous rather than merely "dramatic" or visually effective. Just as he feels that the story belongs to the characters, he feels that the actors should as fully as possible belong to themselves. It is only because the actors are so free that their several individualities, converging in a scene, can so often knock the kinds of sparks off each other which cannot be asked for or invented or foreseen. All that can be foreseen is that this can happen only under favorable circumstances; Huston is a master at creating such circumstances.

The sneaky camera

EACH of Huston's pictures has a visual tone and style of its own, dictated to his camera by the story's essential content and spirit. In *Treasure* the camera is generally static and at a middle distance from the action (as Huston says, "It's impersonal, it just looks on and lets them stew in their own juice"); the composition is—superficially—informal, the light cruel and clean, like noon sun on quartz and bone. Most of the action in *Key Largo* takes place inside a small Florida hotel. The problems are to convey heat, suspense, enclosedness, the illusion of some 18 hours of continuous action in two hours' playing time, with only one time lapse. The lighting is stickily fungoid. The camera is sneakily "personal"; working close and in almost continuous motion, it enlarges the ambiguous suspensefulness of almost every human move. In *Strangers* the main pressures are inside a home and beneath it, where conspirators dig a tunnel. Here Huston's chief keys are lighting contrasts. Underground the players move in and out of shadow like trout; upstairs the light is mainly the luminous pallor of marble without sunlight: a cemetery, a bank interior, a great outdoor staircase.

Much that is best in Huston's work comes of his sense of what is

CONTINUED ON NEXT PAGE

SLEEP— It's Wonderful!



TRY THIS DRUGLESS WAY for restful nights—bright mornings

There's nothing like a good sleep. It is wonderful, isn't it? But if you have been troubled with restless sleep lately, if you wake up listless in the morning—a trial of Ovaltine might be of great importance to you. For as you know deep, restorative sleep is essential if you are to wake up rested and invigorated. Ovaltine helps to induce this kind of sleep.

Ovaltine aids in breaking down nervous tensions built up during the day—induces natural relaxation and prepares the way for peaceful sleep.

Furthermore, Ovaltine assists in rebuilding you during sleep, because Ovaltine has been processed in such a way that its important food elements are readily digested and absorbed, even as you sleep.

YOU CAN TELL VERY QUICKLY

You can determine in a few nights whether Ovaltine will help you in your situation. Just purchase a small-size jar for a trial. Be sure to make it according to directions. You may find, like countless others, that Ovaltine can do a great deal to bring you the kind of sleep which really refreshes and restores.



OVALTINE

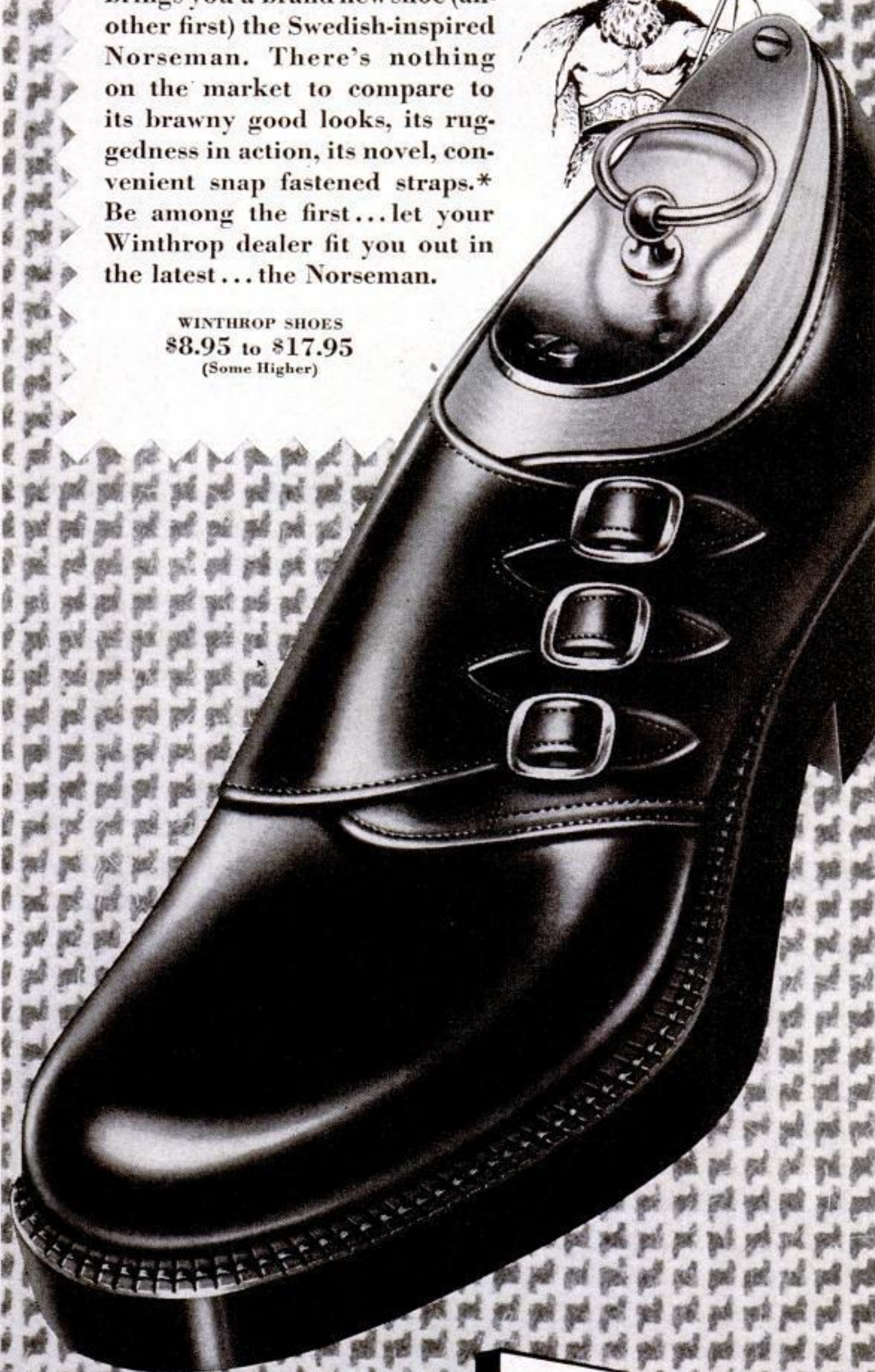
PLAIN AND
CHOCOLATE FLAVORED

WINTHROP'S Norseman

Yumpin' Yimminy,
what a shoe!

From the Old World, Winthrop brings you a brand new shoe (another first) the Swedish-inspired Norseman. There's nothing on the market to compare to its brawny good looks, its ruggedness in action, its novel, convenient snap fastened straps.* Be among the first...let your Winthrop dealer fit you out in the latest...the Norseman.

WINTHROP SHOES
\$8.95 to \$17.95
(Some Higher)

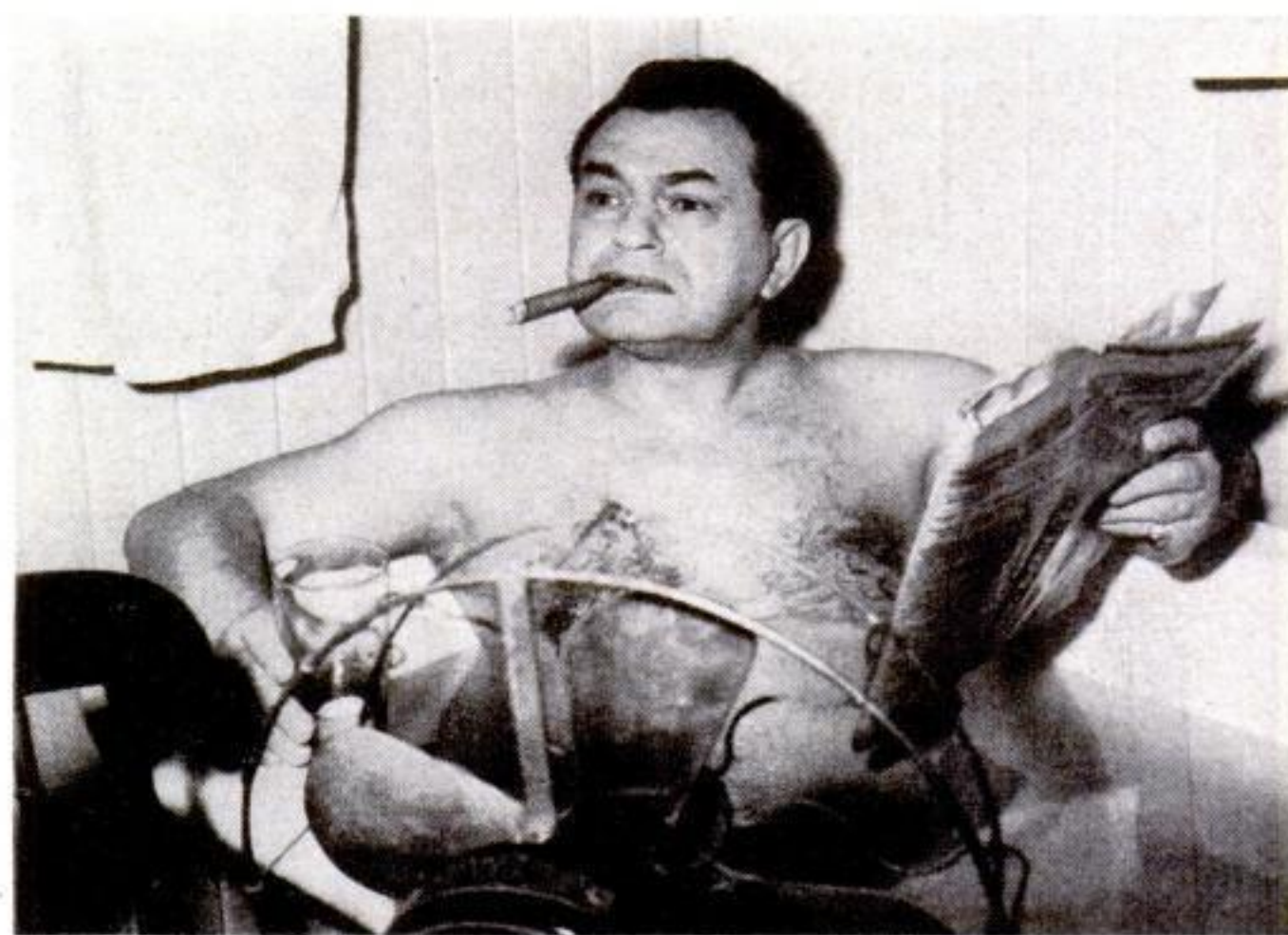


* NO LACES

Just snap, snap, snap,
and you're ready
to go. Winthrop's
Norseman is avail-
able in a variety of
smooth and brushed
leathers, crepe or leather soles.

WINTHROP SHOES

Write Dept. C for free style folder and name of nearest dealer
Winthrop Shoe Company • Div: International Shoe Company • St. Louis



SETTING THE MOOD of *Key Largo* in a single scene, Huston introduces Edward G. Robinson as a naked, squat brute, soaking to avoid sweltering heat.

JOHN HUSTON CONTINUED

natural to the eye and his delicate, simple feeling for space relationships: his camera huddles close to those who huddle to talk, leans back a proportionate distance, relaxing, if they talk casually. He loathes camera rhetoric and the shot-for-shot's sake; but because he takes each moment catch-as-catch-can and is so deeply absorbed in doing the best possible thing with it he has made any number of unforgettable shots. He can make an unexpected close-up reverberate like a gong. The first shot of Edward G. Robinson in *Key Largo*, mouthing a cigar and sweltering naked in a tub of cold water ("I wanted to get a look at the animal with its shell off") is one of the most powerful and efficient "first entrances" of a character on record. Other great shots come through the kind of candor which causes some people to stare when others look away: the stripped, raw-sound scenes of psychiatric interviews in *Let There Be Light*. Others come through simple discretion in relating word and image. In *San Pietro*, as the camera starts moving along a line of children and babies, the commentator (Huston) remarks that in a few years they'll have forgotten there ever was a war; then he shuts up. As the camera continues in silence along the terrible frieze of shock and starvation, one realizes the remark was not the inane optimism it seemed: they, forgetting, are fodder for the next war.

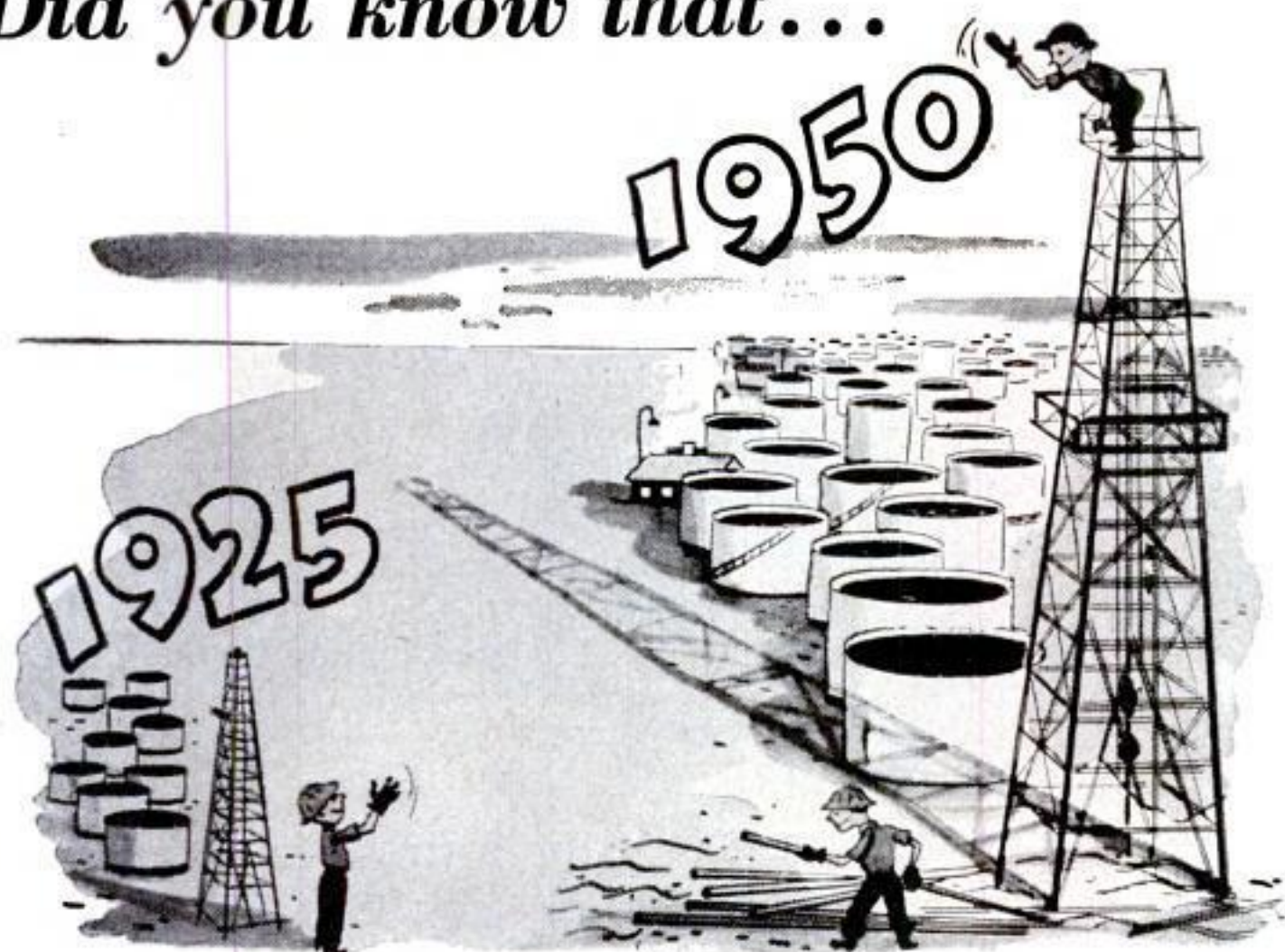
Burglar alarm at midnight

SOMETIMES the shot is just a spark—a brief glint of extra imagination and perception. During the robbery sequence in *The Asphalt Jungle* there is a quick glimpse of the downtown midnight street at the moment when people have just begun to hear the burglar alarms. Unsure, still, where the trouble is, the people merely hesitate a trifle in their ways of walking, and it is like the first stirrings of metal filings before the magnet beneath the paper pulls them into pattern. Very often the fine shot comes because Huston, working to please himself without fear of his audience, sharply condenses his storytelling. Early in *Strangers* a student is machine-gunned on the steps of Havana's university. A scene follows which is breath-taking in its surprise and beauty, but storytelling, not beauty, brings it: what seems to be hundreds of young men and women, all in summery whites, throw themselves flat on the marble stairs in a wavelike motion as graceful as the sudden close swooping of so many doves. The shot is already off the screen before one can realize its full meaning. By their trained, quiet unison in falling, these students are used to this. They expect it any average morning. And that suffices, with great efficiency, to suggest the Cuban tyranny.

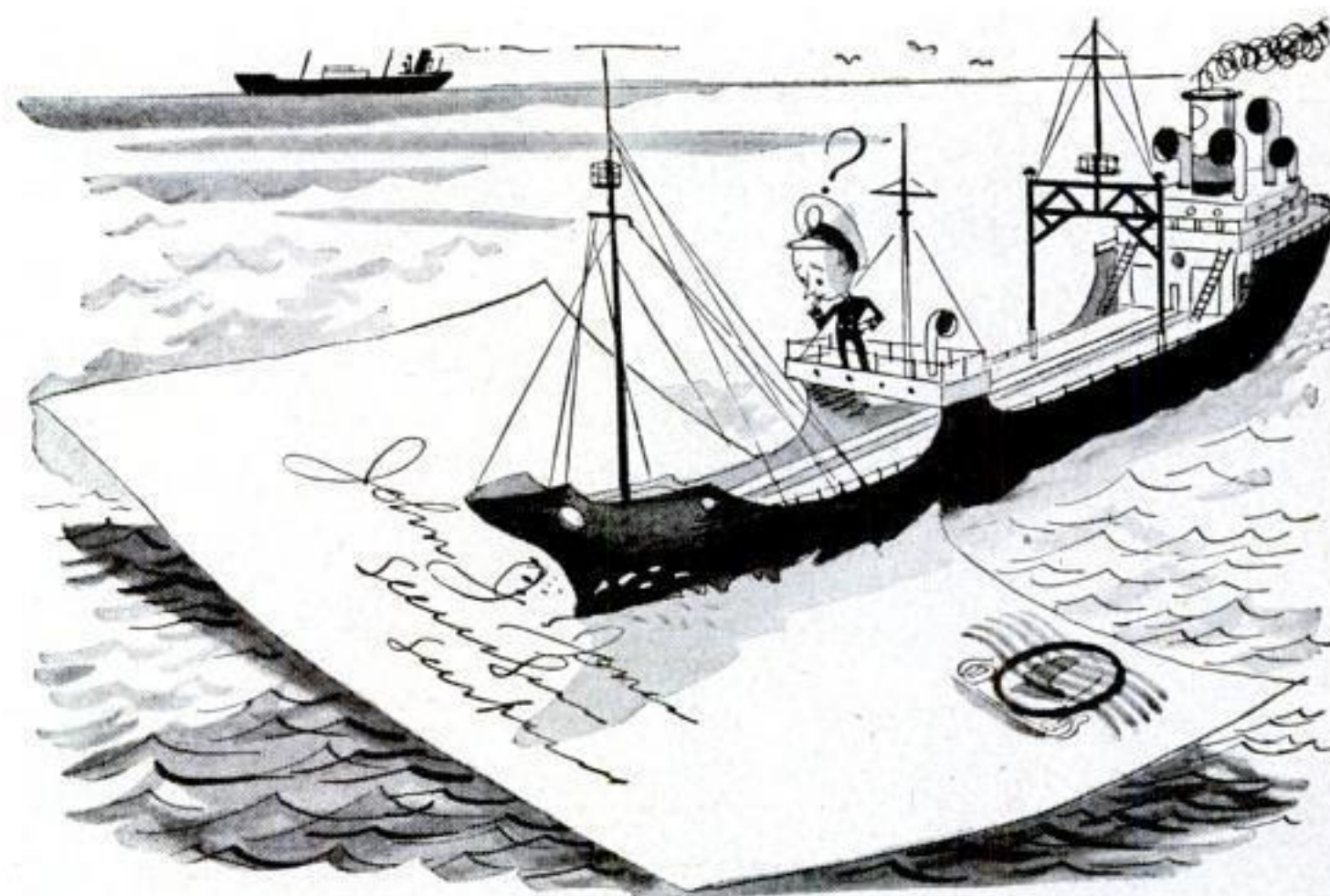
Within the prevailing style of a picture, Huston works many and extreme changes and conflicts between the "active" camera, which takes its moment of the story by the scruff of the neck and "tells" it, and the "passive" camera, whose business is transparency, to receive a moment of action purely and record it. But whether active or passive, each shot contains no more than is absolutely necessary to make its point and is cut off sharp at that instant. The shots are cantilevered, sprung together in electric arcs, rather than buttered together. A given scene is apt to be composed of highly unconventional alternations of rhythm and patterns of exchange between

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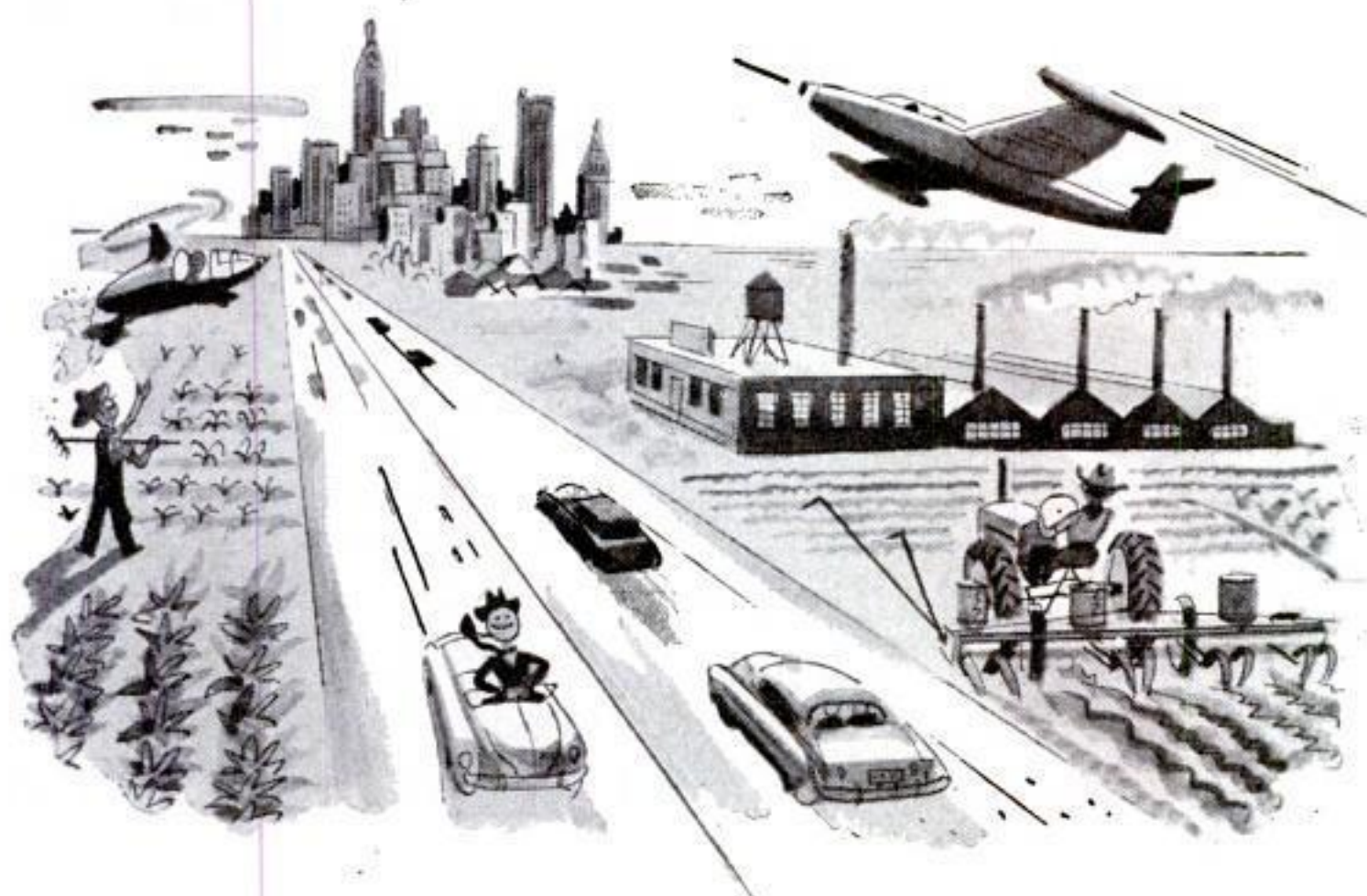
Did you know that...



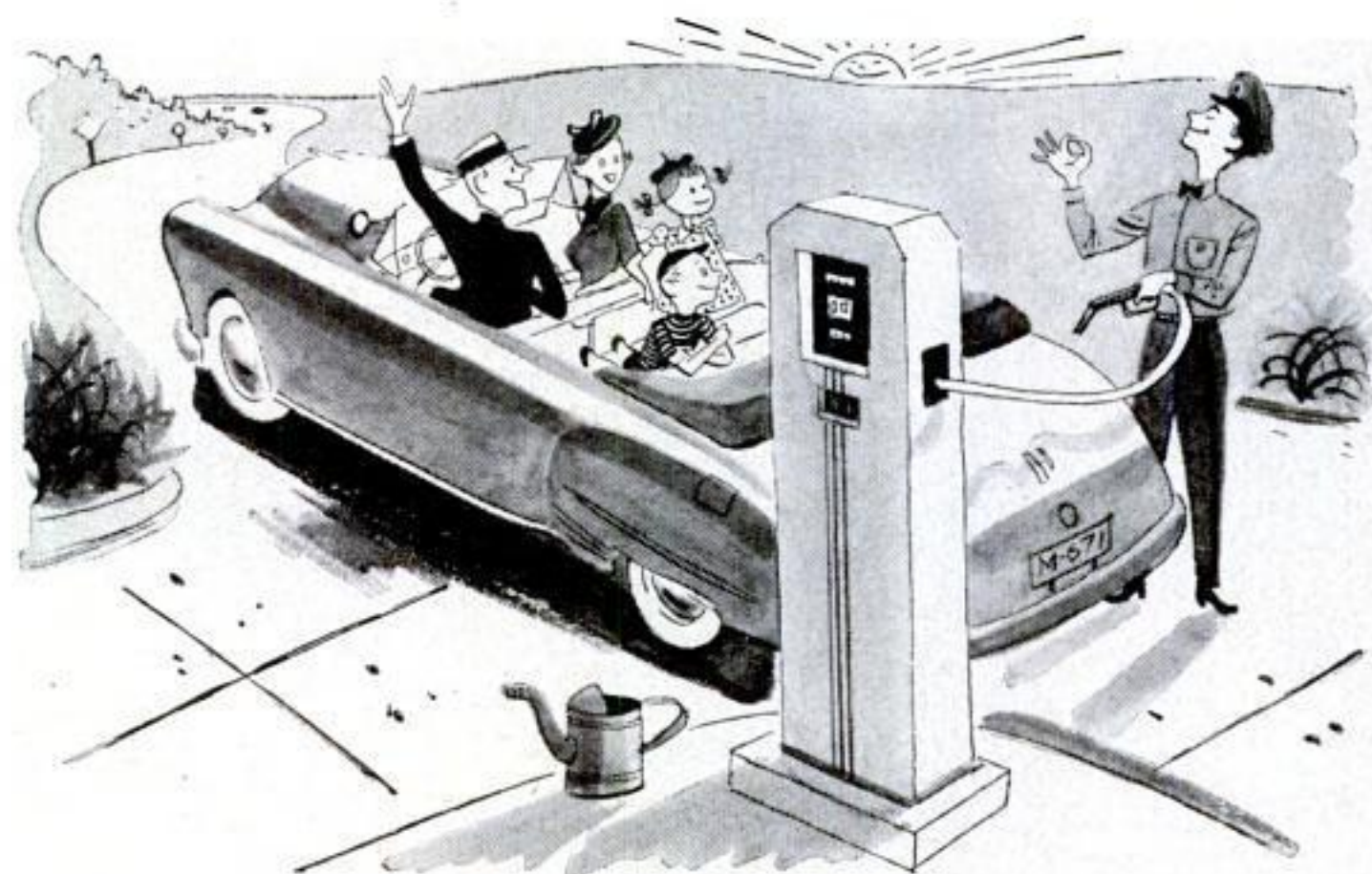
With thousands of competing companies looking for oil, **known petroleum reserves in the United States are 3 times greater than 25 years ago...**



Hundreds of companies are in the business of transporting oil to you. **It costs less to ship a gallon of gasoline from Texas to New York than to mail a penny postcard...**



Research by competing oil companies has developed **hundreds of better oil products to add to your comfort and convenience and help build the nation's strength.**



With thousands of companies competing in oil marketing, **gasoline is one of the few things you can buy today that costs no more than 25 years ago.**

THE AMERICAN OIL INDUSTRY is better prepared today than ever before to meet any national emergency. Our domestic capacity to produce and refine petroleum has increased around 25 per cent since the peak demands of World War II. At no time did our Armed Forces ever lack for oil, and all essential civilian needs were met.

In peace or war, the initiative of oil men working in privately-managed, competing oil companies provides America with the largest possible supplies of petroleum products—products of the highest quality at the lowest prices in the world.

**Thousands of oil companies mean competition...
competition means progress...
oil progress means more and better products.**



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Ronald Reagan • Ruth Hussey
Piper Laurie • Jimmy Hunt
Starring in Universal-International's

"LOUISA"

What a Show!

SNO FO
THE ORIGINAL
STORMCOAT

RONALD REAGAN, RUTH HUSSEY, PIPER LAURIE and JIMMY HUNT, the lovable Norton family in "Louisa", tell you "Sno Fo Original Stormcoats are great for everyone in every family". Famous movie stars know the smart style, superb warmth and unequalled value of Sno Fo Original Stormcoats . . . First For All—For All America! Choose your favorite fabric, style and color at leading stores everywhere.



Sir Sam Sno Fo Sez:
"Remember, This Is
The ORIGINAL
Stormcoat!"



For name of store nearest you, write Dept. L-50
Excel Garment Manufacturing Co., Minneapolis
Only the SNO FO Label is your assurance of an Original Stormcoat!



DEPTH OF CHARACTER which Huston gets shows up in scene from *Treasure of Sierra Madre*. Confronting corpse, Bogart (left) is unmoved, Tim Holt (center) is awed and Walter Huston is brisk as he inspects dead man's effects.

JOHN HUSTON CONTINUED

long and medium and close shots and the standing, swinging and dolly camera. The rhythm and contour are very powerful but very irregular, like the rhythm of good prose rather than of good verse; and it is this rangy, leaping, thrusting kind of nervous vitality which binds the whole picture together. Within this vitality he can bring about moments as thoroughly revealing as those in great writing. As an average sample of that, *Treasure's* intruder is killed by bandits; the three prospectors come to identify the man they themselves were on the verge of shooting. Bogart, the would-be tough guy, cocks one foot up on a rock and tries to look at the corpse as casually as if it were fresh-killed game. Tim Holt, the essentially decent young man, comes past behind him and, innocent and unaware of it, clasps his hands as he looks down, in the respectful manner of a boy who used to go to church. Walter Huston, the experienced old man, steps quietly behind both, leans to the dead man as professionally as a doctor to a patient and gently rifles him for papers. By such simplicity Huston can draw the eye so deep into the screen that time and again he can make important points in medium shots, by motions as small as the twitching of an eyelid, for which most directors would require a close-up or even a line of dialog.

Most movies are made in the evident assumption that the audience is passive and wants to remain passive; every effort is made to do all the work—the seeing, the explaining, the understanding, even the feeling. Huston is one of the few movie artists who, without thinking twice about it, honors his audience. His pictures are not acts of seduction or of benign enslavement but of liberation, and they require, of anyone who enjoys them, the responsibilities of liberty. They continually open the eye and require it to work vigorously; and through the eye they awaken curiosity and intelligence. That, by any virile standard, is essential to good entertainment. It is unquestionably essential to good art.

Men under pressure

THE most inventive director of his generation, Huston has done more to extend, invigorate and purify the essential idiom of American movies, the truly visual telling of stories, than anyone since the prime of D. W. Griffith. To date, however, his work as a whole is not on the level with the finest and most deeply imaginative work that has been done in movies—the work of Chaplin, Dovzhenko, Eisenstein, Griffith, the late Jean Vigo. For an artist of such conscience and caliber, his range is surprisingly narrow, both in subject matter and technique. In general he is leery of emotion—of the "feminine" aspects of art—and if he explored it with more assurance, with his taste and equipment, he might show himself to be a much more sensitive artist. With only one early exception, his movies have centered on men under pressure, have usually involved violence and have occasionally verged on a kind of romanticism about danger. Though he uses sound and dialog more intelligently than most directors, he has not shown much interest in exploring the tremendous possibilities of the former or in solving the crippling problems of the latter. While his cutting is astute, terse, thoroughly appropriate to his kind of work, yet compared with that of Eisenstein, who regarded cutting as the essence of the art

Tummy in a jam?
Tums say

"SCRAM!"
to Acid
Indigestion
Gas, Heartburn

TUMS
for the tummy

10¢
Handy Roll
3-roll package, 25¢

HOW CAN I KEEP MY
SNAPSHOTS
NEAT?

LET ME
"CORNER" EM.
I PROTECT
WHAT YOU
COLLECT

QUICK...NEAT...SECURE
Three sizes, 12 colors.
For snapshots, cards
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NUACE
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Creamettes
MACARONI

MORE TENDER • MORE DELICIOUS

CONTINUED ON PAGE 145



Home Team

There is great happiness in television...great happiness in the home where the family is held together by this new common bond — television. And for those who would know the fullest measure of television enjoyment, and see its stirring pageant in thrilling clarity, Du Mont laboratories build television's finest instruments...the Du Mont receivers.

Everything a television set can be, everything it can offer, is yours in a Du Mont. Console, combinations, table models.

*Du Mont built the first commercial home television receiver —
Du Mont builds the finest.*



DUMONT

First with the finest in Television

THE TARRYTOWN BY DU MONT, with
17-inch Rectangular Life-Size tube.





*oh brother!
what that
Van Gab does
for a man!*



Completely washable **gabardine**

Now she'll be giving *you* the wolf call.
Finer-woven gabardine . . . lustrous . . . soft.
Man! you've got everything! Completely
washable, too — stays size-right . . . and every one
of the 27 he-man shades is color-fast.
Famous California Lo-No model (shown) is
smart with or without tie. And Van Heusen
"full-cut for action" styling is always an
eye-opener. \$4.95

Other Van Gab gabardines, \$2.95 to \$5.95

The ties: washable gabardine ties in
18 colors, \$1.00 ea.

Van Heusen

Van Gab sport shirts \$4.95

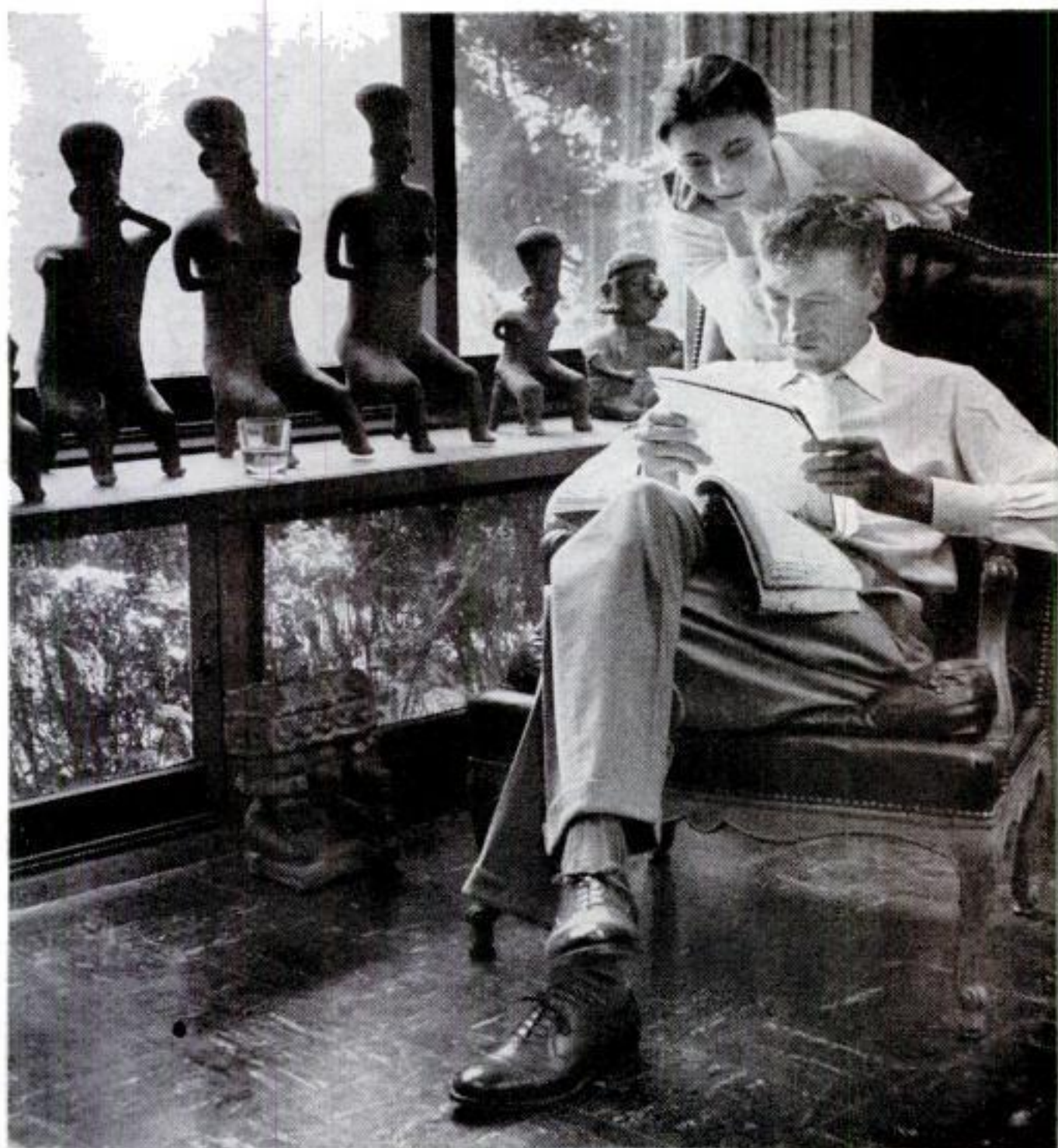
Phillips-Jones Corp., N. Y. 1, Makers of Van Heusen Shirts • Sport Shirts • Ties • Pajamas • Collars

of movies, it seems distinctly unadventurous. In his studio pictures, Huston is apt to be tired and bored by the time the stages of ultra-refinement in cutting are reached, so that some of his scenes have been given perfection, others somewhat impaired, by film editors other than Huston. This is consistent with much that is free and improvisatory in his work and in his nature, but it is a startling irresponsibility in so good an artist.

During his past few pictures Huston does appear to have become more of a "camera" man, and not all of this has been to the good. The camera sometimes imposes on the story; the lighting sometimes becomes elaborately studioish or even verges on the arty; the screen at times becomes rigid, overstylized. This has been happening, moreover, at a time when another of Huston's liabilities has been growing: thanks to what Henry Blanke calls his "amazing capacity for belief," he can fall for, and lose himself in, relatively mediocre material. Sometimes—as in *Asphalt Jungle*—he makes a silk purse out of sow's ear, but sometimes—as in parts of *Strangers and Key Largo*—the result is neither silk nor sow.

Conceivably Huston lacks that deepest kind of creative impulse and that intense self-critical skepticism without which the stature of a great artist is rarely achieved. A brilliant adapter, he has yet to do a Huston "original," barring the war documentaries. He is probably too much at the mercy of his immediate surroundings. When the surroundings are right for him there is no need to talk about mercy: during the war and just after he was as hard as a rock and made his three finest pictures in a row. Since then the pictures, for all their excellence, are, like the surroundings, relatively softened and blurred. Unfortunately no man in Hollywood can be sufficiently his own master or move in a direct line to personally selected goals. After *Treasure*, Huston was unable to proceed to *Moby Dick* as he wanted to; he still is awaiting the opportunity to make Dreiser's *Jennie Gerhardt* and Dostoevski's *The Idiot* although he is at last shooting Stephen Crane's *The Red Badge of Courage*, which he has wanted to make for years. "This has got to be a masterpiece," he recently told friends, "or it's nothing."

There is no reason to expect less of it than his finest picture yet, for the better his starting material, the better he functions as an artist: he is one of the very few men in the world of movies who has shown himself to be worthy of the best. He has, in abundance, many of the human qualities which most men of talent lack. He is magnanimous, disinterested and fearless. Whatever his job, he always makes a noble and rewarding fight of it. If it should occur to him to fight for his life—his life as the consistently great artist he evidently might become—he would stand a much better chance of winning than most people. For besides having talent and fighting ability, he has nothing to lose but his hide, and he has never set a very high value on that.



THE HUSTONS AT HOME are surrounded by his collection of Mexican *objets d'art*, one of the best in the country. Fourth wife is 21-year-old Ricky Soma, once a dancer with the Ballet Theatre and a *LIFE* (June 9, 1947) cover girl.

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32.95 WITH ONE PAIR OF TROUSERS
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New York City:
Bronx—2
Brooklyn—3
Manhattan—2
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Akron
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Cincinnati—2
Columbus
Dayton
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OKLAHOMA
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PENNSYLVANIA
Erie
Philadelphia:
Downtown
Upper Darby
Frankford
Pittsburgh—2
Wilkes-Barre

TENNESSEE
Chattanooga
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Memphis
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TEXAS
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Milwaukee



SCULPTOR works with a soldering iron on a lead and brass wire piece called *Figure*. His price for it: \$1,500.

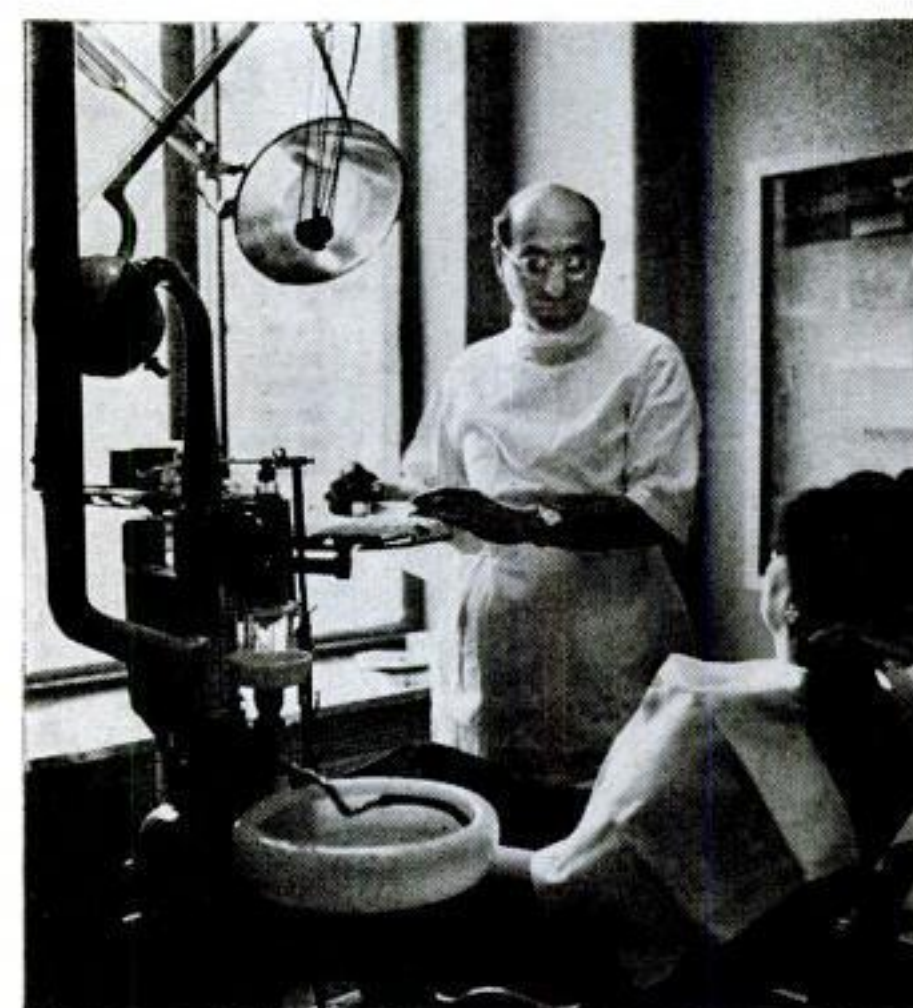
OPEN WIDER, PLEASE

Out of the mouths of patients comes a dentist's sculpture

The inside of the human mouth is like a swamp at midnight: dark, full of gnarled old stumps with deep and tortuous roots, inhabited by countless horrible tiny creatures writhing stickily about in the ooze. A man whose vocation calls for peering into mouths all day, and whose avocation is sculpture, may produce some remarkable art.

When he puts aside the caries of the office (right) New York Dentist Herbert Ferber Silvers retires to his studio (above) and produces strange objects. They are usually made of metal and their texture is generally scabrous; many of them have fanglike

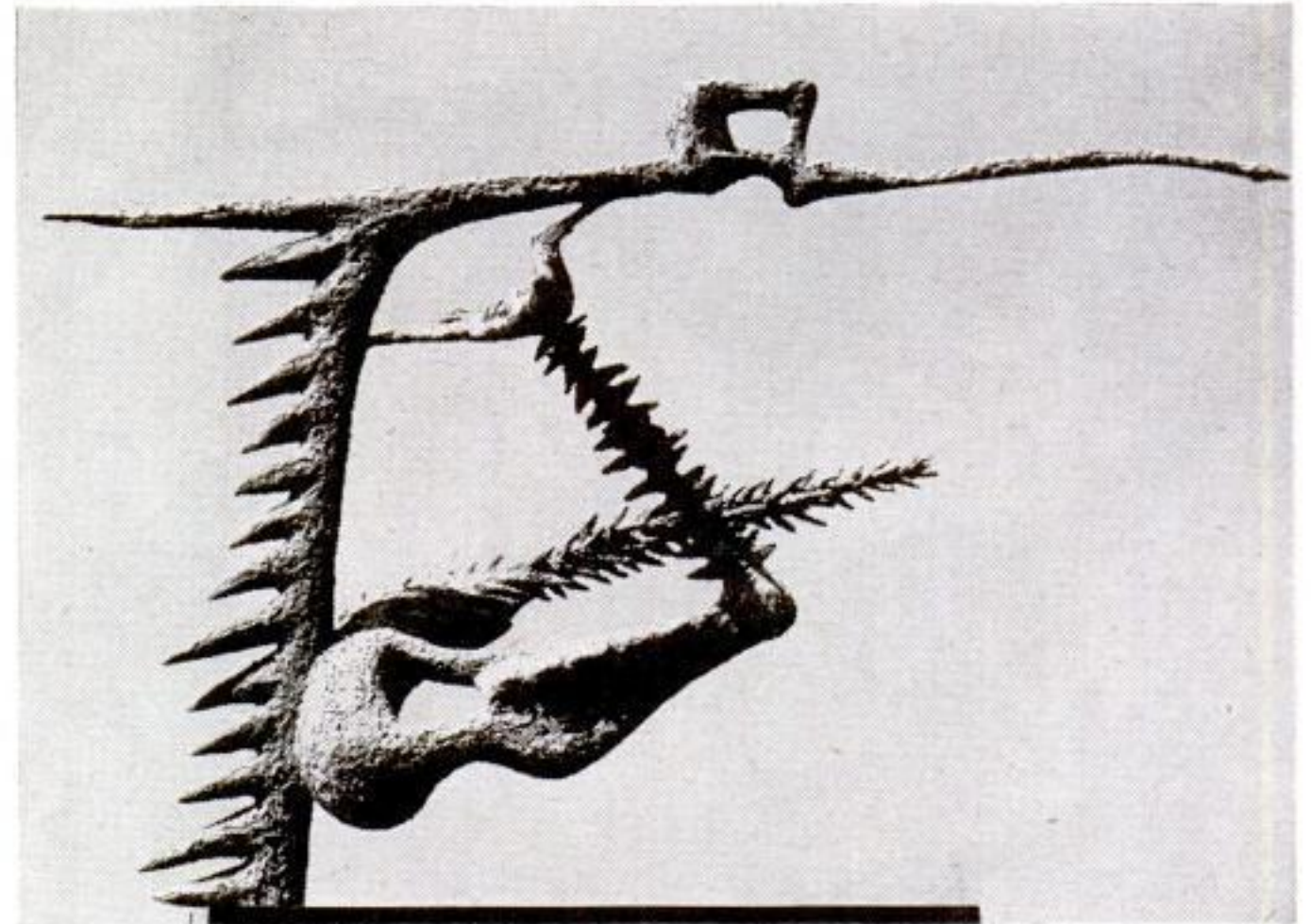
spines, rootlike protuberances, saw-toothed edges like tortured nerves. These sculptures are abstract—that is, they do not depict familiar things in a familiar way, but arouse feelings or states of mind in people who look at them. Exactly what feelings are aroused depends upon the viewer, although the sculptor's titles for his works (such as, *If I Touch Them They Bleed*) help to get things started. Those who would like to see more of his work may find examples in the New York Museum of Modern Art or in the Grand Rapids Art Gallery. Those who do not should refrain from turning the page.



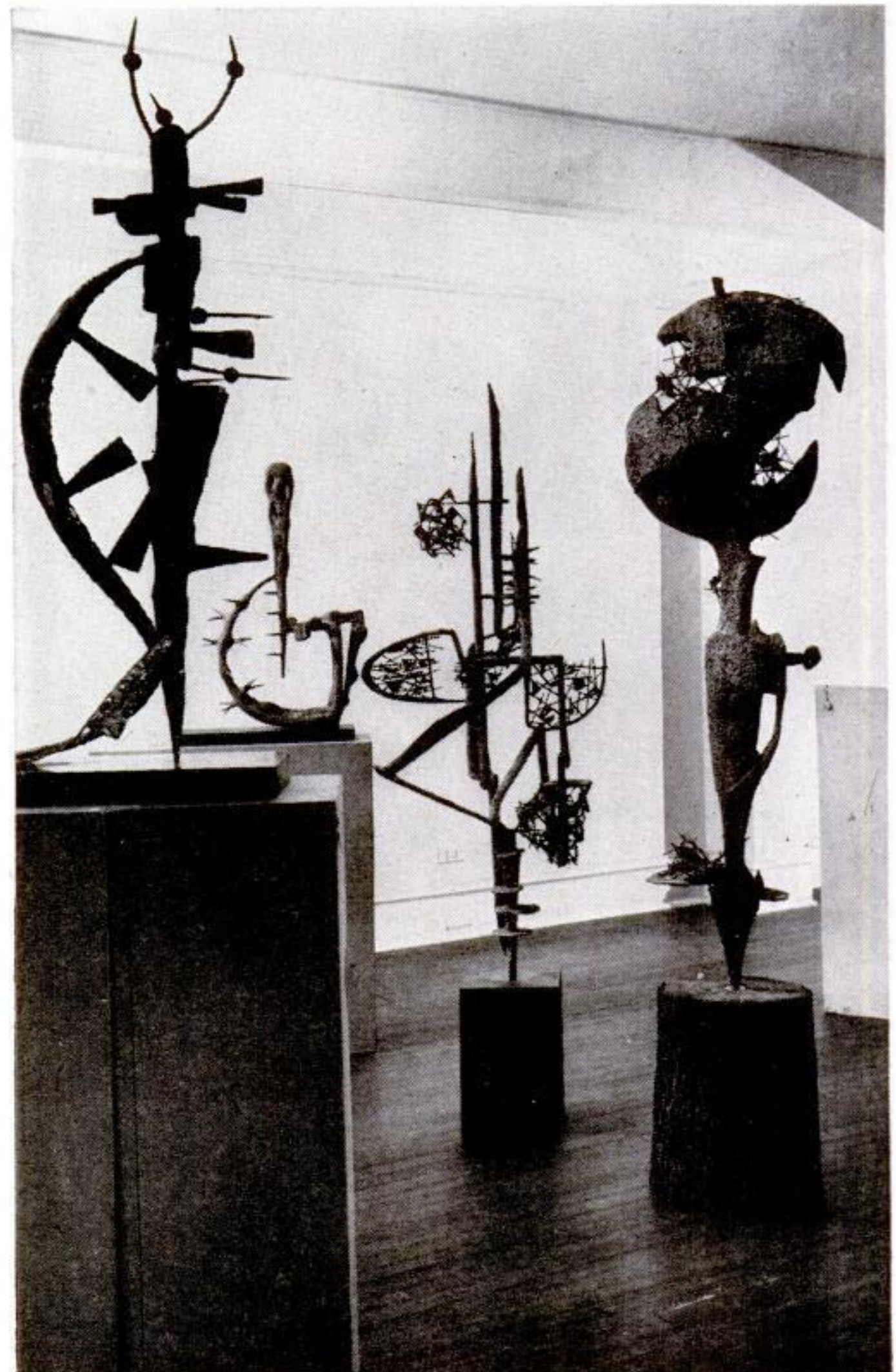
DENTIST, whose equipment somewhat resembles his sculpture, prepares to go to work on a patient.

CRITICS LIKE HIS WORK

When he exhibits as a sculptor, Dr. Silvers uses the name of Ferber. That is his middle name, and he is a cousin of Novelist Edna Ferber. He began to make sculptures some 23 years ago and worked first in wood and stone, then "decided to become more abstract, which was a more expressive method of working," and commenced to use metal and solder. When he had a one-man show in the Betty Parsons Gallery in New York last March, critics found his work "impressive" and pointed to "the graceful, surprisingly simple balance between form and space."



"PORTRAIT OF DAVID HARE" is Ferber's name for this metallic piece. David Hare is human—a sculptor in fact—and, moreover, a friend of Ferber's.



ONE-MAN SHOW contained these pieces (from left): *Come with the Sword*, *Hercules*, *The Flame* and *He Is Not a Man*. Two pieces in the show were sold.



"But he never ever caught me until he started drinking **HORLICKS**"

HORLICKS

Pepper Upper

They're never too young or too old to enjoy Horlicks—the great American build-up drink. Have a warming cupful at bedtime. Sleep like a baby—wake in the morning really refreshed. Horlicks restores energy while you sleep—helps you hit the deck with more vim and go-power. Delicious any time. Get a jar of Horlicks at your drug-store today.



Hello, Harvest Moon!

There's moon magic in the making at your soda fountain—Harvest Moon Malted Milk—Horlicks Malt-of-the-Month for October. Mellow as October moonlight and all sparked up with good north-woodsy maple flavor.



Lets have a hot cup of Cocoa!



These are the days for it! And here's hot cocoa you'll really warm up to. Horlicks Sweet Milk Instant Cocoa with that smooth chocolaty Horlicks flavor. At all better fountains.



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Give 'em these swell-tasting Horlicks Tablets. They satisfy that candy craving and give youngsters extra nutrition, too. Real malted milk in nibble-sized nuggets. Ask for them at candy counters—10¢.



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That's exactly how light the Featherweight Champ feels!
Why? Because an entirely new, exclusive Champ process
works wonders with the felt—takes out the weight,
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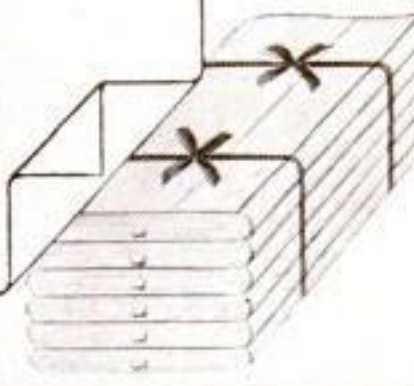
*A lady
can dream
...can't she?*

And dream she's a millionairess . . .
when she dreams on Pequot fine-combed percales. So beautifully luxurious . . . so smooth and cool and everlastingly fresh . . . woven from only the choicest long, fine fibres, more than 200 threads per inch. Compare these "millionairess" percales with others of the same thread count, and you'll see why so many women in all walks of life prefer Pequots for both beauty and value.

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Your choice of OSTERMOOR Quality Mattresses . . .traditionally as fine as money can buy. Superlative in comfort, in structural excellence . . . and long wear. Therefore soundly economical.

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AMERICA'S QUALITY MATTRESS FOR NEARLY 100 YEARS

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DENTIST'S SCULPTURE CONTINUED



"EQUINOX," a work in bronze and sheet iron, is one of Sculptor Seymour Lipton's late pieces, done this year. Solder gives the statue its rough texture.

OTHER DENTISTS DO IT

Ferber is by no means the only dentist who sculpts: another notable dentist-sculptor is Seymour Lipton of New York, who will have a fifth one-man show in October and works with metal. His art has a more dental flavor than Ferber's, evident in the work below which, to the untrained eye, looks like a wretched case of malocclusion (*i.e.*, failure of the teeth to meet properly in chewing). This may be a fiendishly obscure pun on Lipton's part—Moloch was the Babylonian god of human sacrifice.



"MOLOCH I," one of Lipton's best-known productions, is owned by Wright Ludington, a famous Santa Barbara collector. This too is constructed of bronze.

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RONSON STANDARD, for pocket or purse. Satin finish. \$6.



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RONSON JUNO, graceful new table lighter in heavy, gleaming silver plate. \$12.50 plus tax.



RONSON PENCILITER. It lights... it writes! In 14K gold filled. \$15 plus tax. In other finishes, from \$7.95.



Snap your fingers at that old hoodoo about three on a light! You feel lucky with a Ronson because nothing is left to chance in making it the finest lighter possible... a lighter designed to serve faithfully under the most exacting conditions... and for an unbelievable number of years. It leads a charmed life... and so do you when you have one. So cast superstition to the wind... light up three, four or more, on a Ronson... the world's greatest lighter.

To stay lucky, make sure your lighter has the trademark **RONSON**

Remember! *All* lighters work best with Ronsonol Fuel and Ronson Redskin 'Flints'.

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Press—it's lit!
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Safely out the instant
you lift your finger.

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See these and other
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from \$6 to \$200



ABOARD DESTROYER "UHLMANN" A GRINNING SAILOR HOLDS A HOT CUP OF COFFEE AND WATCHES THREE DETERMINED WAVES GIVE THE DECK A CLEAN SWEEPDOWN

NEW KIND OF NAVY

The landlocked Waves are given their chance to go off to sea

After keeping its 3,530 Waves on shore duty, the U.S. Navy last week thought it was about time to give them sea legs and get them used to the idea that they may be called to sea duty. Two destroyers—the *Uhlmann* and the *Twining*—took 261 Waves on a two-day cruise from Long Beach, Calif. to Catalina island after warning them, "No enemy forces will be encountered." Traveling at no greater speed than 16 knots, the

Waves heard 40-mm and 20-mm guns go off, learned about semaphore, swept decks with a briskness sailors seldom show. Some got terribly seasick. One old sailor grumped, "The whole thing is a laugh." Younger and less salty hands eyed the Waves more appreciatively. By the time the two destroyers finished the cruise, the gobs and the Waves were behaving like any other group of boys and girls on a moonlight cruise.

Nice and easy—Bright and gay—
that's *The California Way*
of Entertaining!



AT A DINNER LIKE THIS you have as much fun as your guests! For you don't have to fuss—you just serve some "potluck." But you serve it the California Way.

You let wine add the color, the sparkle you want. You do things for your food, too—because wine makes even the plainest things taste extra-special. In fact, wine makes your

whole dinner brighter and gayer!

So easily, too. Because all you do is cool a bottle of wine and pour good, bright glassfuls for everyone.

And you can enjoy the California Way of entertaining often. For you'll find the fine wines of California cost so very little. Try them! Wine Advisory Board, 717 Market Street, San Francisco, California.

Try the California Way
with Sauterne Wine

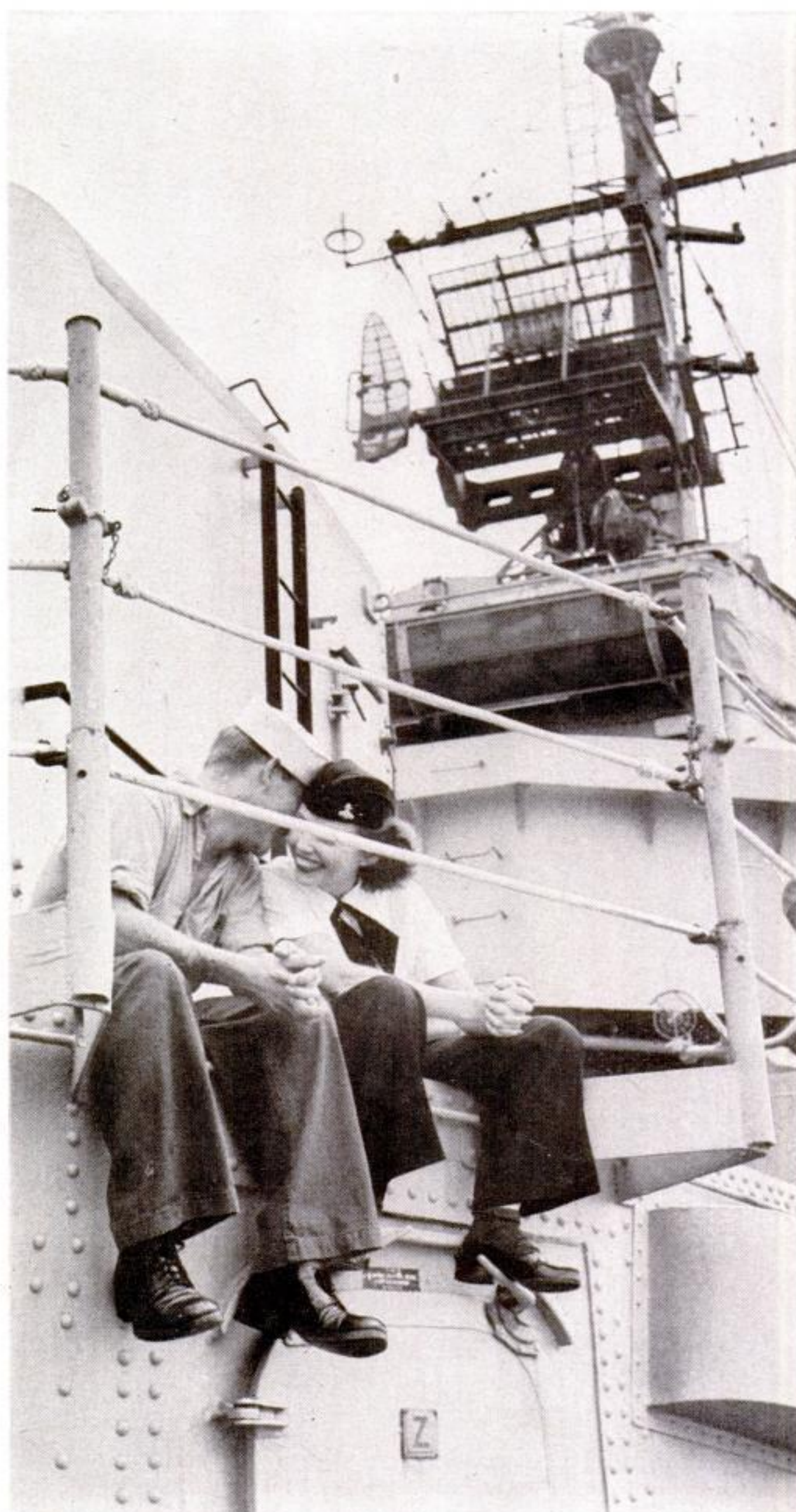


Sauterne, one of the fine wines of California, is a delicate, white table wine. Ranked among the world's finest, California Sauterne is a favorite to serve with fish, chicken and white meats like lamb and pork.

Navy CONTINUED

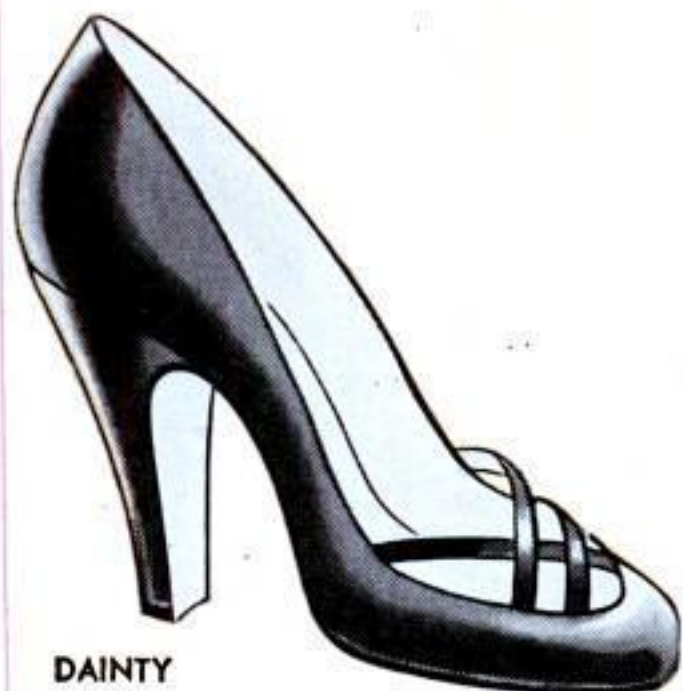


COTTON IN EARS is not enough when a 40-mm gun is fired. When a 20-mm gun was stripped down, a Wave said, "It's like breaking down a Mixmaster."



WHISPERING IN EARS is more pleasant as the ship approaches port, and Sailor William Pitt asks Wave Naomi Maddox for date, which she gave him.

CONTINUED ON PAGE 156



DAINTY



THISTLE



TEMPE

compare and you'll wear



MARGIE

Styl-EEZ
A SELBY SHOE



GAYNOR



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Styl-EEZ shoes are a major achievement in fashion, fit and value—for tailored, dressy and casual wear. And where there's the famous "Flare-Fit" innersole, there's special instep support, too. See your retailer during Styl-EEZ Week, September 18 to 23. He has a full range of sizes and colors. Compare and you're sure to wear Styl-EEZ.

For store nearest you, write
The Selby Shoe Company, Portsmouth, Ohio

\$8⁹⁵ to \$10⁹⁵

A few styles \$11.95
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IT'S **Styl-EEZ** WEEK
SEPTEMBER 18 TO 23

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Down-Town
 on the Santa Fe



— not
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When you're going somewhere, you want to be there when you arrive.

Go Santa Fe. You leave on your trip when you *plan* to leave.

You arrive relaxed, refreshed, at a convenient station right downtown, close to your hotel or office.

Travel Santa Fe and you choose accommodations to suit yourself. You get privacy as you like it. You have room to roam around when you want it. You enjoy wonderful Fred Harvey meals.

You be the judge. Go Santa Fe *all the way!*



Ride great
 trains through
 a great country

R. T. Anderson, General Passenger Traffic Manager, Santa Fe System Lines, Chicago 4.



AFTER SHIP LEAVES LAND Wave Hope Marquez holds tummy. It was a muggy day, and although the sea was calm other Waves suffered similar fate.



ON HOMEWARD JOURNEY Wave Atsuko Emoto clasps her head while a friend guides her to another part of the destroyer where she can suffer alone.



Inside and out...
on woodwork and wall...
it's fun and **IT PAYS**
TO PAINT IN THE FALL!

No longer need painting be a long-drawn-out, messy and smelly job. New type finishes and new methods of application have changed all that. Have you used Sherwin-Williams paints lately? Nowadays painting is fun, fast and economical, too. Enough SWP House Paint for the average home costs less than \$40 and the paint for an average room is less than \$10.

The ROLLER-KOATER has revolutionized interior decorating. You paint and use a room the same day. Walls and woodwork hold their new color and beauty after repeated washings. One coat, in many cases, does the work of two old-style applications. Deep colors are no problem.

Just see your nearby Sherwin-Williams dealer at the famous "Cover the Earth" sign



SWP House Paint Is Weatherated*

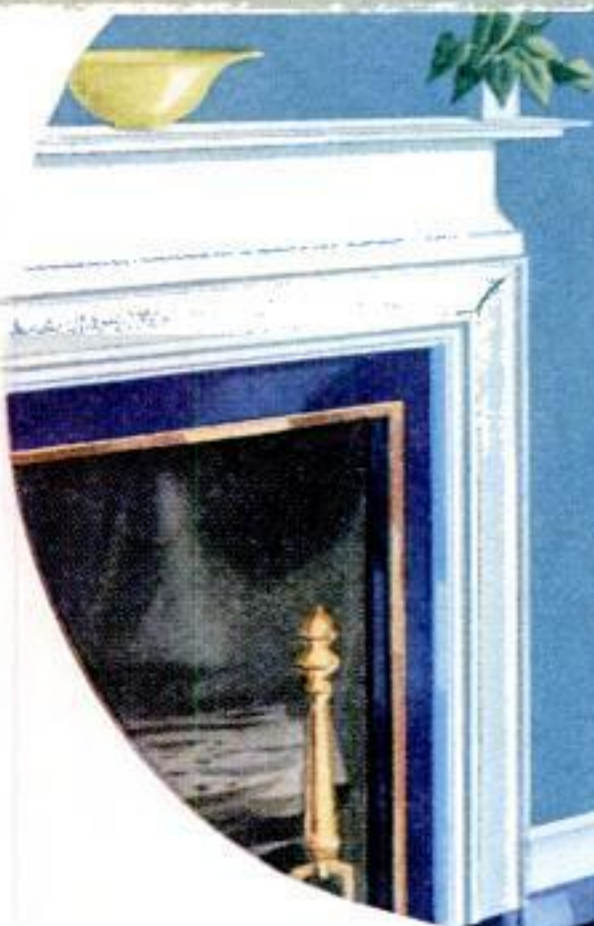
Beauty and protection that last. Insist on famous SWP House Paint...it's *Weatherated for extra protection against deterioration, decay and early repainting.



It's Fun and It Costs So Little

Brighten things up and make them look like new with Sherwin-Williams Enamels for furniture, woodwork, kitchen and bathroom walls.

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Paint porches, other surfaces exposed to weather, protect them against the rains and snows of winter. Sherwin-Williams Porch and Floor Enamel is good looking, tough and easy to apply.



Paint and Use... Same Day!

Amazing new paints take the mystery and tedious hard work out of redecorating. Wall colors galore—lovely pastels or rich deep tones—that dry quickly—make a day of magic out of what used to be a messy job of a week or more.



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Sherwin-Williams paint scientists are saving money for you. Marvelous new finishes flow on with brush or ROLLER-KOATER, cover most surfaces with one coat, dry quickly and retain their beauty after repeated washings.



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DEALER WHO SELLS**

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To earn the right to wear these uniforms, young men must qualify on the basis of high physical and moral standards. Aptitude tests provide guidance for individual assignments, and there are opportunities galore for special skills and abilities.

As members of the U. S. Army and U. S. Air Force

Team, both soldier and airman enjoy many advantages. All basic necessities are provided; clothing, food, housing, medical and dental care.

Educational opportunities are broad and generous. Pay incentives are definitely worthwhile. A man can retire with pay while he is still comparatively young. Never before have there been so many genuine opportunities for young men to qualify as the *best dressed men on main street!*

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There's a career for you in the U. S. Air Force. Get all the facts. This booklet is available at your nearest U. S. Army and U. S. Air Force Recruiting Station.



COMPOSERS' WIVES, MMES. ITALO MONTEMEZZI AND SIGMUND ROMBERG, HANG ON WORD FROM PINZA

PINZA IN HOLLYWOOD

LADIES FLOCK TO PAY THEIR RESPECTS TO THE DREAM MAN OF THE '50s



SCREEN TEST KISS called forth from Starlet Paula Raymond comment, "It left me breathless."

A dreamboat, said Louella Parsons. He radiates virility, said Hedda Hopper. That made it official, and the ladies of Hollywood flung themselves into the gay task of greeting Ezio Pinza (see cover), star of the Met and of *South Pacific* who had finally come to make a movie. Every available set of teeth must have flashed at Mr. Pinza during the parties that marked his first weeks in Hollywood. It had been a long time since the last genuine dreamboat. The old stars of the films were growing older and the young ones somehow no manlier. Now the film folk are being provided with a new *frisson*, a new way of life and love, by a man of 58, who is old enough to be, if not the father, at least the big brother of the Gables and the Coopers. For his first romantic lead he is appearing in a picture called *Mr. Imperium*, in which he twice wins and twice renounces the love of Lana Turner, aged 29.



SOCIAL KISS at a Hollywood party arouses some token resistance from Opera Singer Patrice Munsell.



STAR'S GREETING came from Lana Turner, female lead in *Mr. Imperium*, at a concert in the Hollywood Bowl. "She is very beautiful," said Ezio of Lana.



COLUMNIST'S GREETING was given at a dinner before Bowl concert with the full Hedda Hopper smile. "You scarcely think of his age," she told her readers.



JAMES CROW SHIPS A BARREL OF WHISKEY TO HENRY CLAY

The pioneer Kentucky distiller took great delight in receiving orders from distinguished men of his day who considered Crow's whiskey the finest made

OLD CROW



A TRULY GREAT NAME

*Among
America's Great
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**KENTUCKY STRAIGHT
BOURBON WHISKEY**

100 Proof • National Distillers Products Corporation, New York, N. Y.

PINZA IN HOLLYWOOD CONTINUED



NEIGHBOR'S COOK rings at the Pinzas' door in Bel-Air to get him to write "to Carolyn from Ezio Pinza" in her mistress's album of *South Pacific* songs

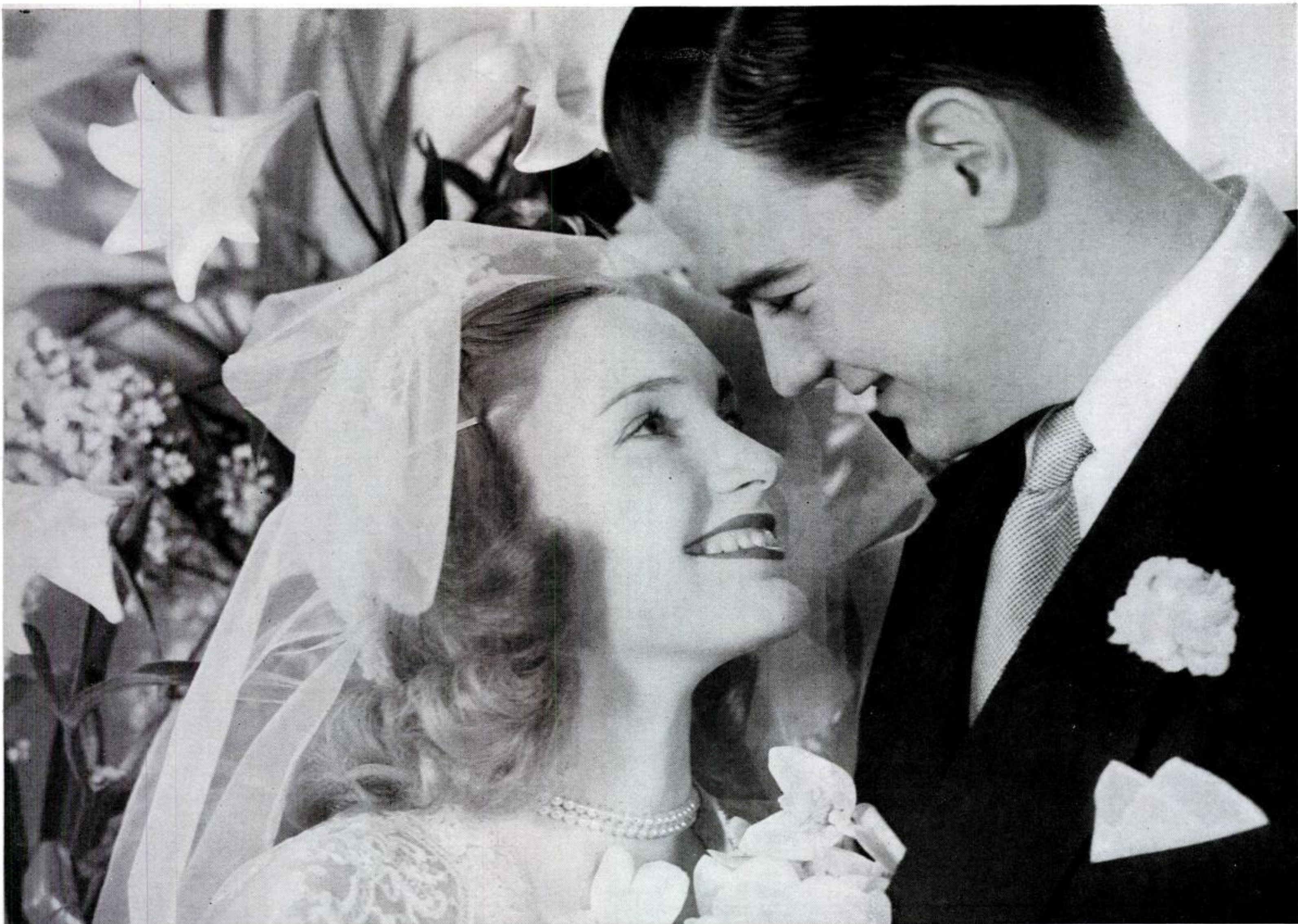


GOOD HUMOR MAN on Westwood street makes sale to Ezio and two young Pinzas: Clelia, 9, and Ezio Pietro, 6. Pinzas expect another baby in December



CARHOP takes Pinza's order for coffee. He loved the idea of drive-ins, at them constantly during the three weeks which his wife took to choose a cook

CONTINUED ON PAGE 15



They "eloped" a year before the wedding!

This Woodbury Deb heard her wedding news before the groom proposed

"Flash!" said the voice of a famous radio reporter. "James Farley, Junior, and debutante Patricia Dillon are enroute to Maryland. The handsome couple is eloping!"

It was startling news. Especially startling to the "eloping" couple, sitting quietly by the radio in New

York. And what's more—they weren't even engaged!

One year later, however, the rumor became reality. But, instead of a runaway marriage, Jim wed his Woodbury-beautiful bride at majestic St. Patrick's Cathedral in New York. And here is the *true* story of their wedding!



PAT WORE champagne lace over pink tulle, a brief veil framing her fair complexion. Her delicate skin showed the gentle care of Woodbury Soap facials, her beauty habit. Extra-mild Woodbury means no "skin-burn."



WEDDING BREAKFAST was at the Waldorf, where Jim Farley beamed happily at his son's lovely choice. Pat's choice has always been Woodbury Soap. It's truly a beauty soap—with a beauty-cream ingredient.



THEY'LL HONEYMOON in Bermuda, then return to New York to live happily ever after. Pat promises to be lovely-as-a bride forever after, too—she'll never forget her daily skin-smoothing Woodbury Soap facials.



LIKE SO MANY lovely women, Pat uses only Woodbury for her complexion. It's made by skin specialists! She uses *bath-size* Woodbury for satiny skin all over. Have you tried Woodbury, the soap of beautiful brides?

No "Skin-Burn" with Extra-Mild Woodbury Soap

DAD'S BAD TEMPER WAS OUR GOOD LUCK

I WAS SEWING FASTENERS ON MY CURTAIN TIEBACKS WHEN DAD BLEW UP....

CONFOUND IT, PEGGY! ALL YOU HAVE TO DO IS STAPLE 'EM TOGETHER! WHY WASTE TIME?

DARLING, WHAT A BRIGHT IDEA! I'LL USE IT TO BASTE HEMS, BESIDES

BOOK COVERS, TOO! AND LUNCH BAGS, BUNDLES, SCHOOL PAPERS. USE A BOSTITCH B8 STAPLER, PEGGY!

I'M COOKING UP NEW USES NOW

I FOUND OUT A BOSTITCH B8 STAPLER WAS A REAL HOME HELP....

WHEN DAD CALMED DOWN HE TOLD HOW BOSTITCH HELPED OUT AT THE OFFICE....

NO LOST RECORDS ANY MORE! THIS BOSTITCH B8 STAPLER REALLY FASTENS THINGS TOGETHER.

IT CAN STAPLE 30 SHEETS AT ONCE, YOU KNOW

DAD SAYS BOSTITCH IS USED EVERYWHERE

SEE MY HANDY TACKER? IT'S A BOSTITCH B8 STAPLER OPENED FLAT

WHAT'LL THEY THINK OF NEXT?

HERE'S THE LUCK THAT DAD'S BAD TEMPER BROUGHT!

HUNDREDS OF USES AS A STAPLER, STAPLING PLIERS, TACKER. FOR THE COMPLETE B-LINE OF BOSTITCH STAPLERS AND STAPLES, SEE YOUR STATIONERY SUPPLIER TODAY.

BOSTITCH
AND FASTER
fastens it better, with wire

BOSTITCH B8 STAPLER \$2.45*
U.S.A. EXCISE TAX INCLUDED
*SLIGHTLY HIGHER IN THE WEST AND CANADA

BOSTITCH, 698 Mechanic Street, Westerly, R. I.
Trademark "Bostitch" Registered U. S. Patent Office and Foreign Countries.

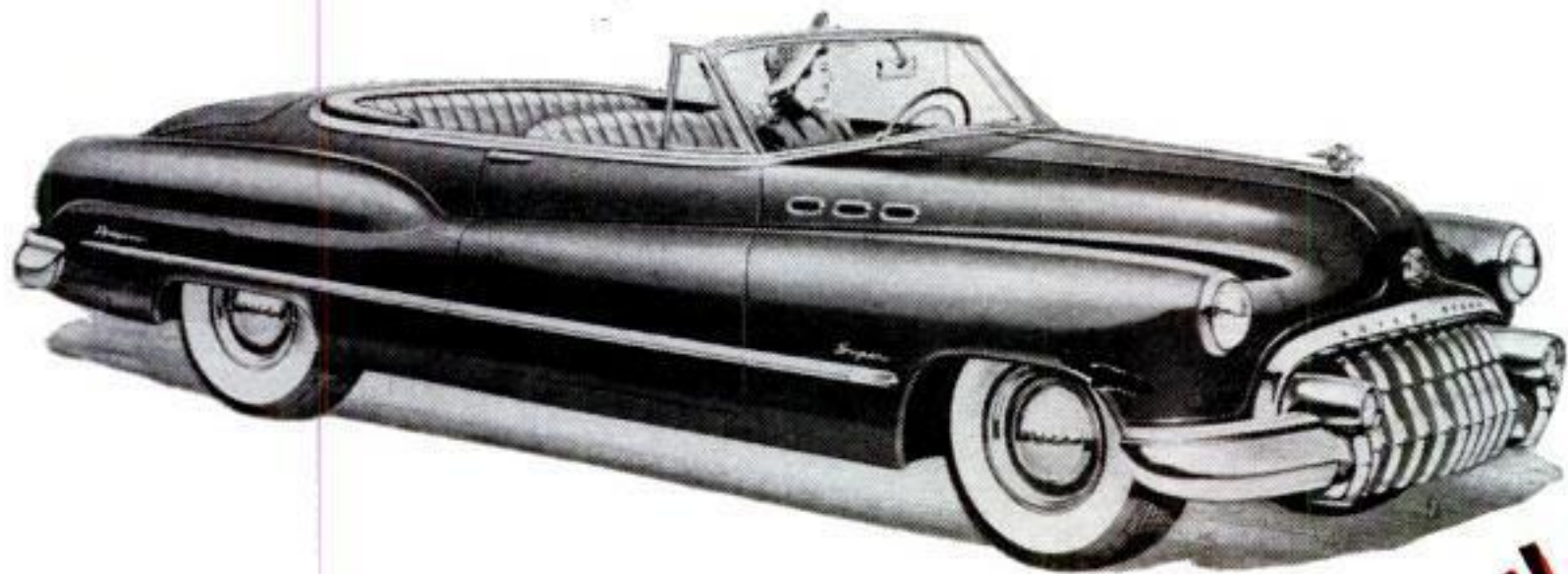


PINZA IS CAUGHT on a morning bicycle ride in Los Angeles by a coed from U.C.L.A. who rushes out into the street to get him to give her his autograph.



PINZA CATCHES TURNER in a bicycle-riding scene from *Mr. Imperium*. Ezio plays crown prince of a European country in love with an American singer.

BUY A SHADE AND WIN \$10,500.00 IN PRIZES



IT'S EASY • IT'S FUN
IT'S THE *Columbia*
WINDOW SHADE

"HIGH SPOT" CONTEST

The contest is easy, and you'll have fun with it . . . just complete this statement in 25 words or less: "Columbia Window Shades added NEW BEAUTY to my home because..."

TO BE A WINNER—FOLLOW THESE 4 SIMPLE STEPS:

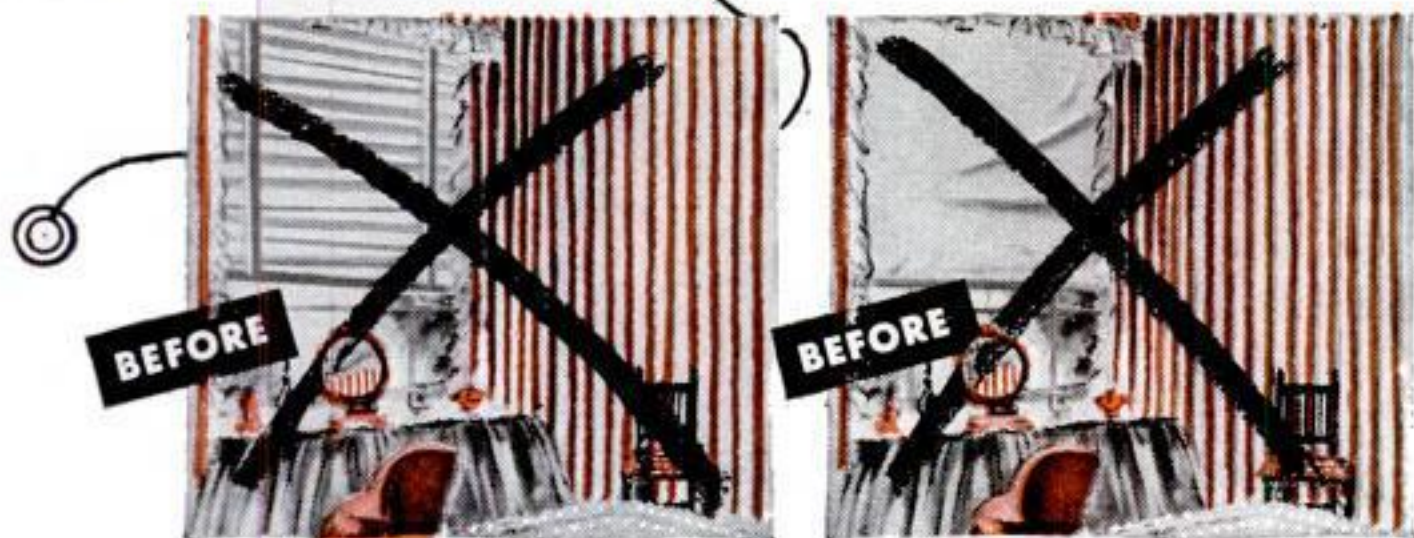
- 1 Look around your home and notice how many Window Shades or Venetian Blinds are worn-out, shabby... really need to be replaced.
- 2 Then go to your Columbia Authorized Dealer (Department or Furniture Store, or Shade Shop)—buy at least one Columbia Cloth Shade*. You'll be delighted with all Columbia's new ideas . . . new designs in Window Shades. You'll find shades have become real, decorative accessories... an important part of your room's color scheme.
- 3 SAVE YOUR SHADE SALES SLIP and ask for an Official Contest Entry Blank. Each Columbia
- 4 Shade you buy entitles you to submit an entry. The more shades you buy—the more entries you can send in and the better your chance to WIN. Use a separate blank for each entry but one sales slip will do, if it shows a corresponding number of shades were purchased. Before you write your 25-word statement, read the rules carefully. Then fill in your name, address and your statement.
- 4 Mail Entry and Sales Slip to The Columbia Shade Contest, P.O. Box 1550, New York 46, N. Y. before midnight, November 15, 1950.

*NOTE: If you prefer Venetian Blinds, the purchase of new Columbia Blinds also entitles you to enter the "High Spot" Prize Contest. See Entry Blank for details.

WIN
A BUICK CONVERTIBLE
OR
\$2,750.00 IN CASH
\$10,500.00 WORTH OF PRIZES

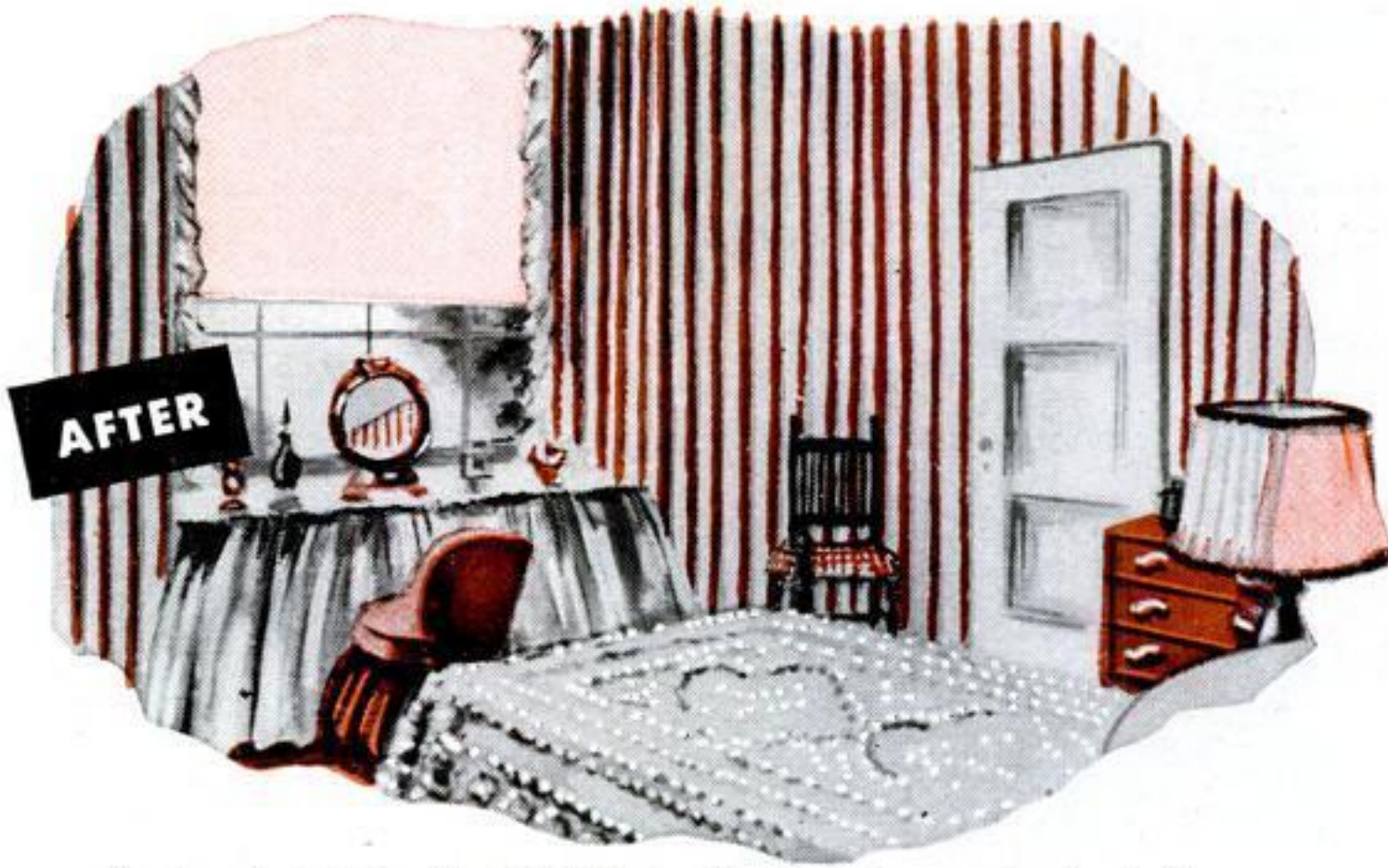
2—Second prizes	\$500.00 each
5—Third prizes	\$100.00 each
25—Fourth prizes	\$50.00 each
100—Fifth prizes	\$25.00 each
250—Sixth prizes	\$10.00 each

383 PRIZES IN ALL!



Old, worn-out, broken Venetian Blinds make "Dead Spots" at your windows, look awful inside and out.

Shabby, soiled Window Shades spoil this whole room... actually make a "Dead Spot" at each window.



See how fresh Columbia Cloth Window Shades bring new beauty to this room... change every window from "Dead Spot" to "High Spot". Each shade cost only \$2.98, too.

When you're selecting Window Shades, be sure to see Columbia's new pastel colors . . . gay printed shades . . . room-darkeners in light tones . . . and many other exciting innovations. Prices range from \$1.29 to \$5.00.

THE COLUMBIA MILLS, Inc. • 428 South Warren Street, Syracuse 2, N. Y. • Makers of WINDOW SHADES • VENETIAN BLINDS • FRAMELESS SCREENS



PRETENDING TO SWIM across the ocean, delegates mimic motions of leader who relieved the

monotony of the meetings by getting them to act out a song describing a lion hunt in the African jungle.



SHOWING THEIR STRENGTH, students follow their leader (back to camera) as he demonstrates his

Life Goes to a Collegiate Convention

STUDENTS DEBATE WORLD PROBLEMS IN ATMOSPHERE OF CAMPUS FUN

Last month on the campus of the University of Michigan 750 college students came together in what looked like the combination of a state legislature in session and Saturday night at a fraternity house. The National Student Association, an organization of U.S. college students founded in 1947, was holding its third annual convention. The 750 delegates, representing the student bodies of 350 U.S. schools, were on hand to settle the world's problems and, between the debates, to have some fun.

For a week the N.S.A. delegates made political deals over bottles of beer, worried about Communism and sang songs. They passed a resolution opposing loyalty oaths for professors on the grounds that the oaths fail to trap real subversives and have been used to oust innocent people.

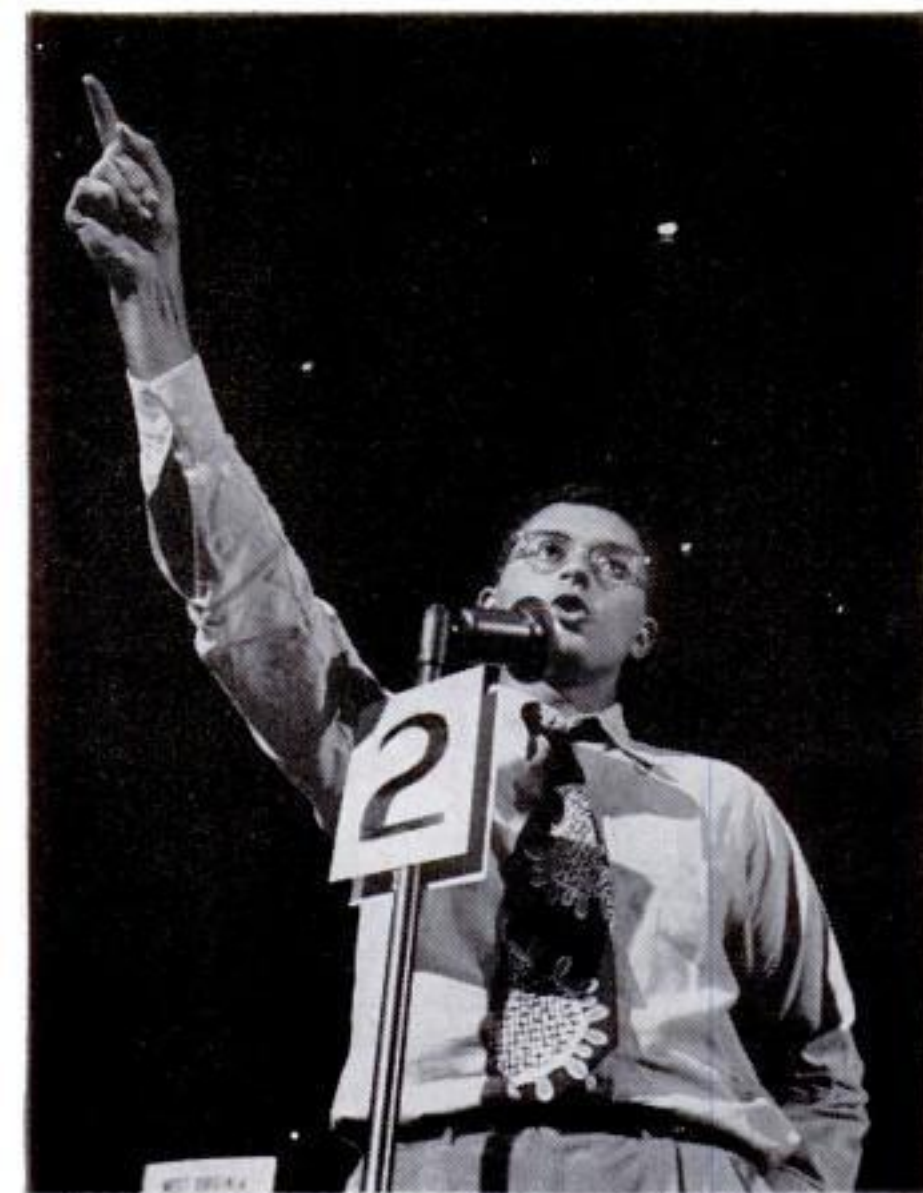
As a demonstration of open-mindedness they also listened to a Communist explanation of the war in Korea (*opposite page*). But before they adjourned they voted complete approval of U.N. action in Korea and celebrated with a song their final break with the International Union of Students, a Communist-led organization with headquarters in Czechoslovakia, with which N.S.A. has unsuccessfully tried to cooperate. One verse of the song, sung to the tune of a union song called *Joe Hill*:

"I dreamt I was in Prague last night;
Joe Stalin was there, too.
Says I, 'But Joe, you'll have to go.
N.S.A. won't play with you.'"



IN MEN'S ROOM, delegates listen as Aram Goshgarian of the University of Miami explains political

maneuver to get Al Lowenstein of North Carolina U. (picture at right) to run for president of the N.S.A.



RELUCTANT CANDIDATE Lowenstein tries to decline the job so he can study. He was elected anyway.



muscles and brags about his bravery. The leader is Leeland Jones, a graduate of University of Buffalo.



LOOKING FOR LION, the students and Jones continue to flaunt their bravery. In the final verse Jones

"sees" a lion and runs from the stage, shivering with fright while the strident audience roars with laughter.



COMMUNIST EXPLANATION of Korean war is read to delegates by Robert Fogel of the Communist-

front Labor Youth League. He said war was begun by the South Koreans and that the U.S. is oppressing

colored people of Asia. The students let him talk but were plainly bored and unimpressed by his argument.

The trend is back to TOWN say BOSTONIANS

THE TREND is changing for Fall. The style in men's footwear is turning to closer trim in soles . . . to restraint in detail . . . to the new "Town Look"!

You'll see it in the slim, trim lines of these handsome Bostonians. Just two examples from five of Bostonians' AUTHENTIC "MISTER T" FASHIONS.

Try on a pair. Feel the comfort—*Bostonian comfort*. Marvelous comfort that will bring you back, time after time! There's a Bostonian dealer near you . . . he's worth looking for.

AUTHENTIC "MISTER T" FASHIONS



MARSTON . . . brown wing tip in smart, full-fitting design. Leather sole. Also in black.

TRENTON . . . neat, dressy, with glove-soft STA-SMOOTH insole that can't crack, wrinkle.

Bostonians start at 14.95 . . . slightly higher in the West.

Bostonians

Walk-fitted for better fit and feel!

© Bostonian Shoes, Whitman, Mass.

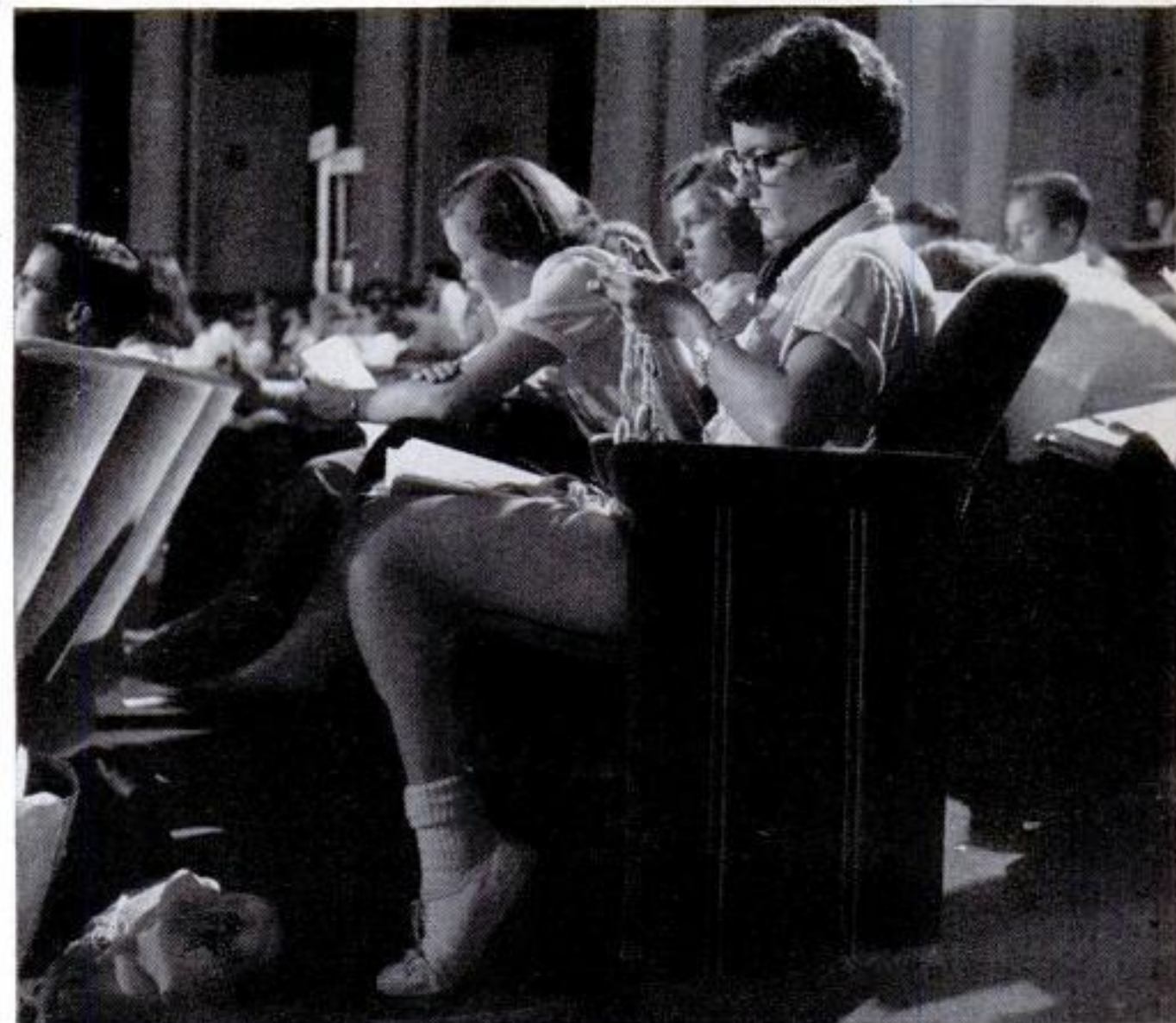
Collegiate Convention CONTINUED



DELEGATE'S SON, 6-month-old Bill Shaffer, drinks from bottle held by mother, who accompanied her husband from University of Southern California.



PROPAGANDISTS from California invade meeting hall in shorts and bright shirts to distribute tourist pamphlets and sing songs in praise of their state.



PREOCCUPIED DELEGATE, Ellen Englert of Boston's Newton College of the Sacred Heart, counts stitches during discussion of convention expenses.

CONTINUED ON PAGE 169

Stories of Famous Values

Arthur Betts knew a value when he found it!

For \$5 He Bought A \$20,000 Stradivarius!

The stranger who brought the violin to Betts' shop on London's Royal Exchange asked only a modest guinea (\$5) for it. Betts, an accomplished musician and violin maker himself, immediately recognized

the instrument... snapped up the bargain. *That was 1820...* and the violin was then valued at \$20,000. Today, this same "Strad" has been appraised at \$75,000 by the famous house of Wurlitzer!



If you know value, you'll agree...

at today's popular price, **HUNTER**, long famous as America's luxury blend, is an exceptional value in whiskey... with a superior flavor no one has been able to copy in ninety years!



Hunter-Wilson Distilling Co., Inc., Louisville, Ky. Blended Whiskey 86.8 Proof. 65% grain neutral spirits.

A back-to-school wardrobe at wonderful savings!

IT'S EASY WITH A NEW SINGER SEWING MACHINE



• **You can make** the prettiest clothes for less than half what they'd cost to buy! It's wonderfully easy with one of the new SINGER* Sewing Machines. Smoothest-running, finest-stitching ever.



• **Prices start low!** Only \$89.50 for a budget portable. Above is medium-priced model. You can buy any new SINGER on easy terms and receive a liberal trade-in allowance on your old machine.



• **Beautifully designed!** Modern, traditional, portable—you'll find a style that's perfect for your home. Every one built with the dependability that's made SINGER the favorite for 99 years.



• **Extra values!** You get course in home dressmaking or decorating under personal instructors at your SINGER SEWING CENTER, plus basic set of timesaving attachments with your new machine.

Only SINGER gives you all these advantages!

- **Always-available service!** No matter where you move—how many years from now—you can always get parts and service from any of a thousand and one SINGER SEWING CENTERS, coast to coast.
- **Famous SINGER Course** in home dressmaking or decorating is given with new machine. Personal instruction by expert SINGER teachers.
- **Lifetime dependability!** Many SINGERS are handed down to second, even third generations.
- **Stitching perfection** on any fabric, from organdy sheer to heavy corduroy.
- **Sew at any speed!** Latest models go forward and backward; sew over pins, save basting.
- **Non-glare SINGERLIGHT** to illuminate work.
- **Easy dials** to adjust tension and stitch length.
- **Quiet SINGER* Motor**, fully enclosed, A-C or D-C.
- **World's most beautiful cabinets.** Styles to fit any home. Matching stools available.
- **Basic set of timesaving attachments** comes with every machine. Others available to handle every tricky detail—buttonholing, invisible hemming, zigzagging, hemstitching.



• **Conveniences!** SINGER SEWING CENTERS will cover buttons, make belts. And they carry the best notions in town. Everything from pins to the new SINGER Sewing Book with 1000 illustrations.



* **FOR YOUR PROTECTION** SINGER sells and services its Sewing Machines, Vacuum Cleaners, and other products only through SINGER SEWING CENTERS, identified by the Red "S" Trade Mark and the "SINGER SEWING CENTER" emblem on the window, and never through department stores, dealers, or other outlets.

At right is SINGER SEWING CENTER at 420 E. Capitol St., Jackson, Miss. Hundreds more from coast to coast. For address nearest you, see classified phone directory under SINGER SEWING MACHINE COMPANY.



The vest, skirt, and blouse shown above are made from Advance Pattern #5577, available in sizes 4 to 12.



SINGER SEWING CENTERS

THERE'S ONE NEAR YOU TO SERVE YOU

*A Trade Mark of THE SINGER MANUFACTURING COMPANY Copyright, U.S.A., 1950, by THE SINGER MANUFACTURING CO. All rights reserved for all countries.



TIRED PAIR, Earl Wilson of Los Angeles City College and Goldie Bernstein of Temple University, who had been up all night at meetings, hold hands and nap between seats waiting for delegates to show up for morning session.

See it! Try it! The all-new SINGER CLEANER with **Dual Suction**

This wonderful, easy-to-use, new SINGER Vacuum Cleaner is first to bring you *two fans*...for the greatest dirt-getting action ever! Call your SINGER SEWING CENTER for a free, home demonstration.

**SO EASY
TO OWN!**

Small down payment. Balance
on monthly budget terms.
Liberal allowance on your
present cleaner.



**So Easy To Use—thanks to all these
marvelous SINGER extras!**

Magic Handle! A completely new vacuum cleaner design that puts all controls at finger-tip reach.

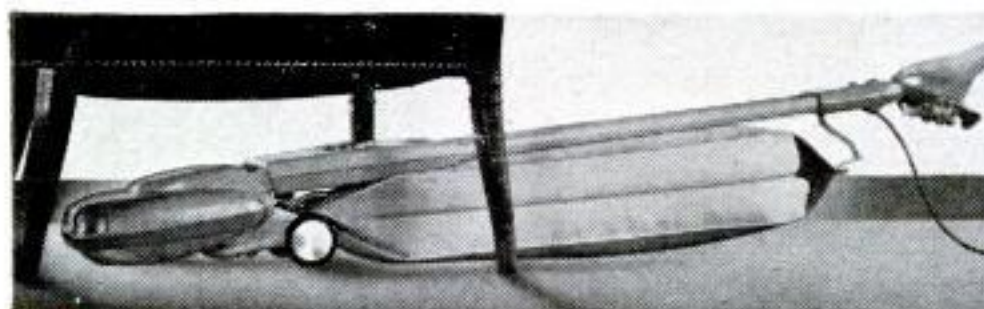
No unwinding of cord! Gives you extra cord as needed—gets it out of the way as you clean.

More cleaning power when you need it! Two-speed switch for heavy and light cleaning.

No more foot-pedal acrobatics! Touch the trigger—and adjust handle to any position.

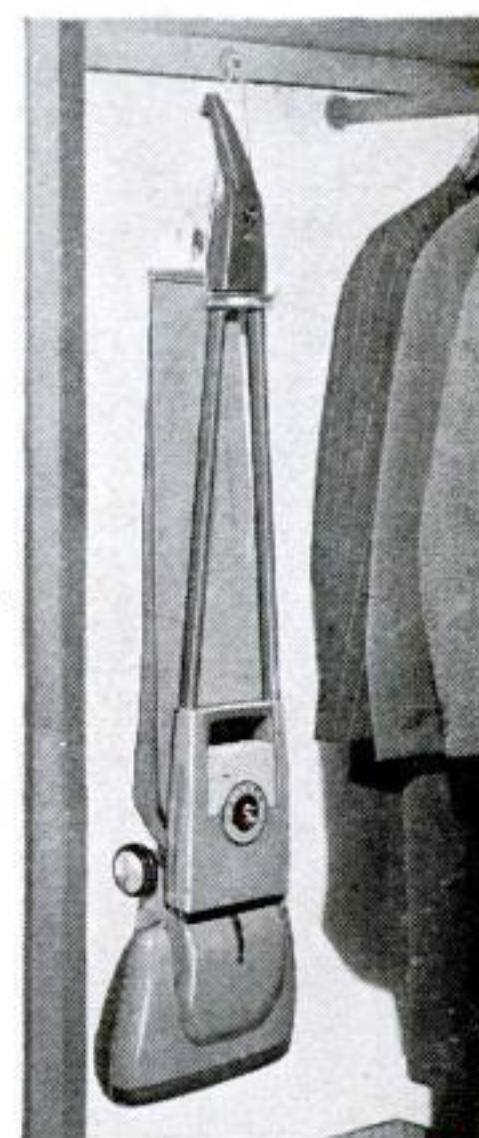
Exclusive "floating" brush gently loosens deep imbedded dirt. Adjusts automatically to most any rug thickness.

Easy to carry with sideways hand-grip. Soft Vinylite bumper cannot mar furniture.



↑ **Gets under furniture**—easily. Housing unit is only 5 inches high.

↑ **So easy to store!** Hangs flat against wall. Ideal for small homes.



For your protection SINGER sells and services its Sewing Machines, Vacuum Cleaners, and other products only through SINGER SEWING CENTERS, identified by the Red "S" Trade-mark and the SINGER SEWING CENTER emblem on the window, and never through department stores, dealers or other outlets.




**SINGER* Vacuum Cleaners
are sold only through your...**

SINGER SEWING CENTERS

THERE'S ONE NEAR YOU TO SERVE YOU

Copyright, U.S.A. 1949 and 1950, by THE SINGER MANUFACTURING COMPANY. All rights reserved for all countries.
*A Trade-mark of THE SINGER MANUFACTURING COMPANY

Something Wonderful
happens to your whole KITCHEN



... with a beautiful, new


Universal


GAS RANGE

- BIG ... GORGEOUS ... and gleaming white — it's no wonder the incomparable beauty of the new Universal Gas Range holds magnetic appeal for homemakers everywhere.

Here is truly matchless beauty — the range that does "*Something Wonderful*" to your whole kitchen. Every Universal Gas Range is beautiful — and what's more — it *stays* beautiful! That's because the entire white surface of Universal Gas Ranges is finished in Titanium — the new, acid-resisting porcelain enamel. Spill-what-you-will ... the entire surface stays gleaming white forever.

Select your Universal Gas Range from the many on display at your dealer or utility *now* — during Universal's "Old Stove Roundup".



 *there's something* **EXTRA** *in a Flame!*

Gas is the fastest, most flexible, and most economical fuel—unsurpassed for cleanliness. With a Universal Gas Range—it boils best, bakes best, roasts best, and broils like charcoal.

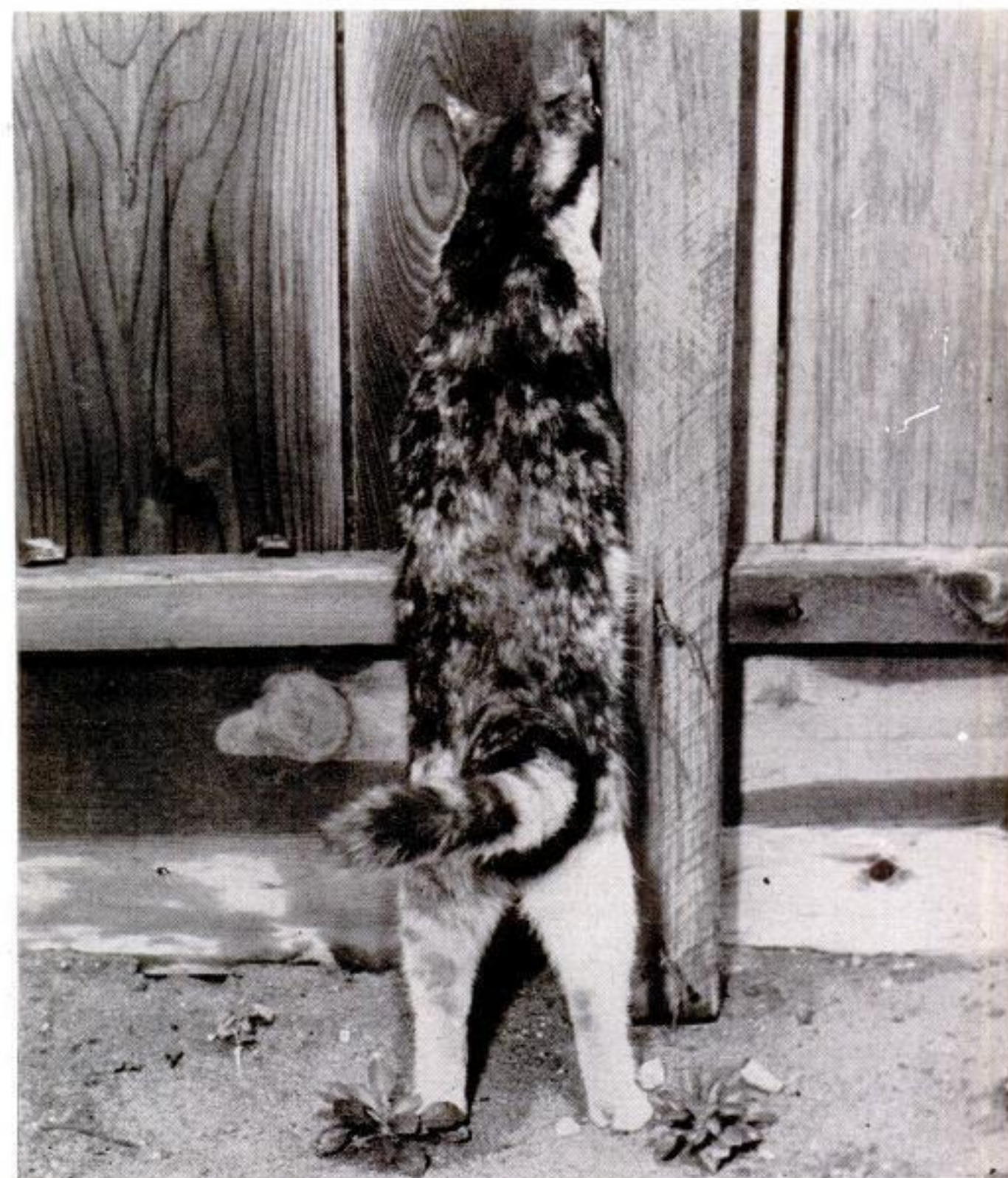
CRIBBEN & SEXTON CO., 700 N. Sacramento Blvd., Chicago, Illinois



JOANNE AUPPERLEE APPLIES EYES TO KNOTHOLE TO TALK TO A FRIEND

BACK-FENCE GOSSIPS

Back-fence gossip is bad enough when conducted by adults and in English, but in North Hollywood it has been taken up by kittens and children. For some weeks a 19-month-old lady named Joanne Aupperlee (*above*) has been discussing family matters through a knothole with a neighbor named Patch Muller (*below*). Ole Muller, who made these pictures and those on the next page, reports Joanne and Patch talk in an animated way but in a language he is unable to understand or identify.



THE FRIEND, PATCH MULLER, STANDS ON HIND LEGS FOR CONVERSATION

CONTINUED ON PAGE 172



THIS WAS HOT WHEN THE WAR WAS COLD

America's unceasing rivers of hot, molten steel are one of her great basic strengths.

These rivers of steel were growing during the cold war. They are growing now. Many companies are increasing their capacity to make steel. They will add more than 6 million tons to the flood.

It takes lots of steel to fight off aggressors, and it takes lots of steel to supply you the cars, home appliances, building materials and many other things which you buy for your daily comfort and safety. That's why we think you will be vitally interested in these facts about the steel industry.

How much steel does America pour?



The steel industry in the United States is one of the fastest growing major industries in the world. It has successfully met an increased demand of more than 40 per cent in the past 10 years ... out-produced all other countries of the world combined over this period ... now has a total annual capacity of over 100 million tons.

How does this compare with Iron Curtain countries?



Latest available estimates give the Iron Curtain countries over 30 million tons or about one-third our annual production. We have consistently poured far greater quantities of steel than any police state, and have increased our capacity almost 19 million tons since 1940.

Why do American companies outstrip entire governments in making steel?



It's not a magic formula ... it's people ... people with room to work in ... to struggle with everyday problems ... to make more products better ... to stand up to competition ... to profit from their work. This is the reason why the steel industry outstrips any government production plan.

If there's so much steel, why shouldn't we buy steel products freely?



Americans are being shot at! The Army, Navy and Air Force need more steel. At the same time some home folks are increasing their buying. This is wrong. The defense of your home comes first. Everybody will have to exercise self control. In effect you increase America's supply of home-front products when you buy only those things you really need.

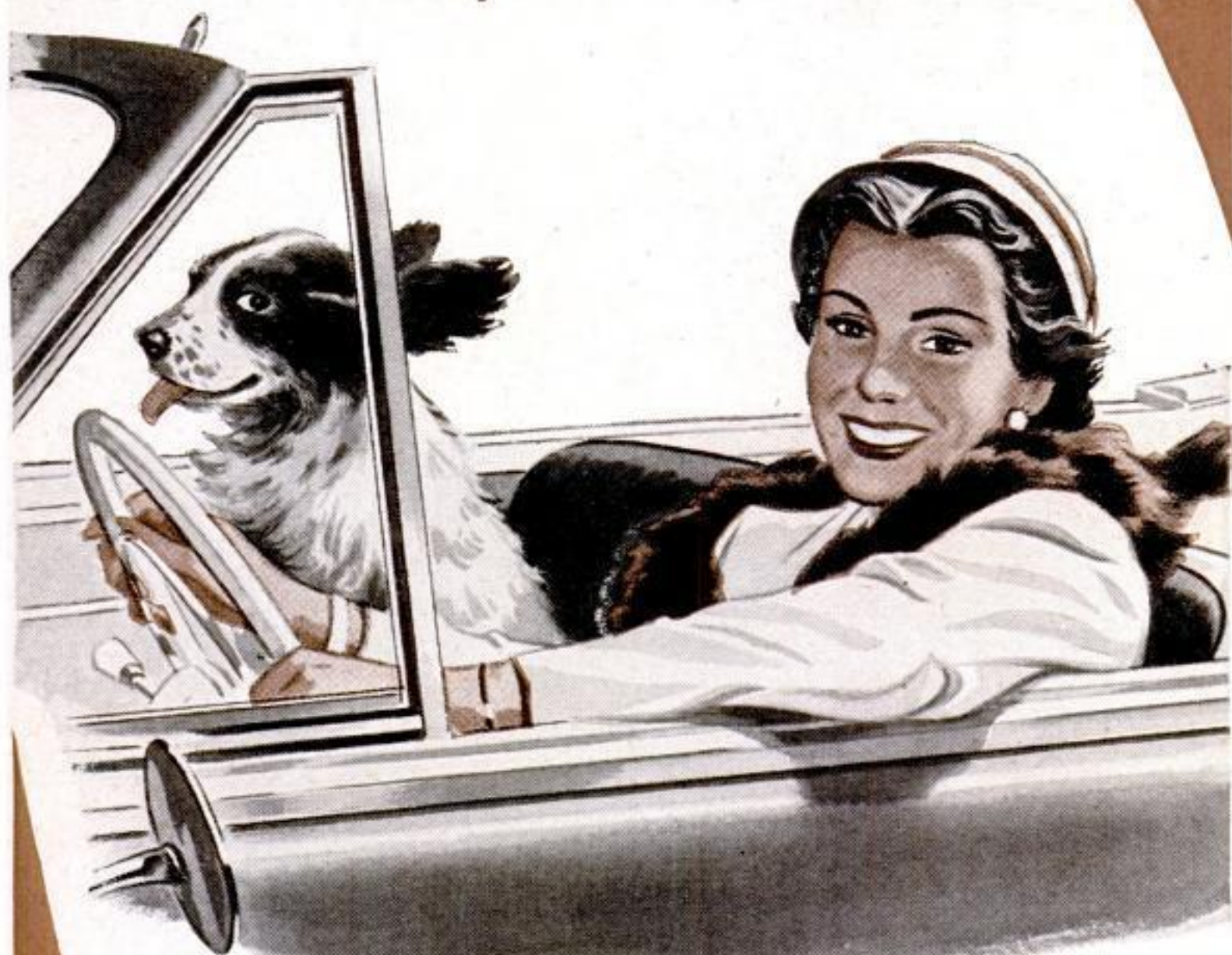
AMERICA'S **STEEL** INDUSTRY

Greatest Industrial Triumph of Free Men

More than 200 companies make up the free and independent steel industry of America.

AMERICAN IRON AND STEEL INSTITUTE
350 Fifth Avenue New York City

life begins
at 40,000 miles



keep the power you bought

No car need feel its age if it's treated kindly. The smartest way to maintain "new-car performance" through the life of your car is to protect the motor's hard-working parts. That takes fine motor oil! So insist on 100% Pure Pennsylvania Motor Oil...and get the finest.

**BUY 100% PURE
PENNSYLVANIA
MOTOR OIL**



For your protection, only oils made from 100% Pure Pennsylvania Grade Crude which meet our rigid quality requirements are entitled to carry this emblem, the registered badge of source, quality and membership in our Association.

PENNSYLVANIA GRADE CRUDE OIL ASSOCIATION
Oil City, Pennsylvania



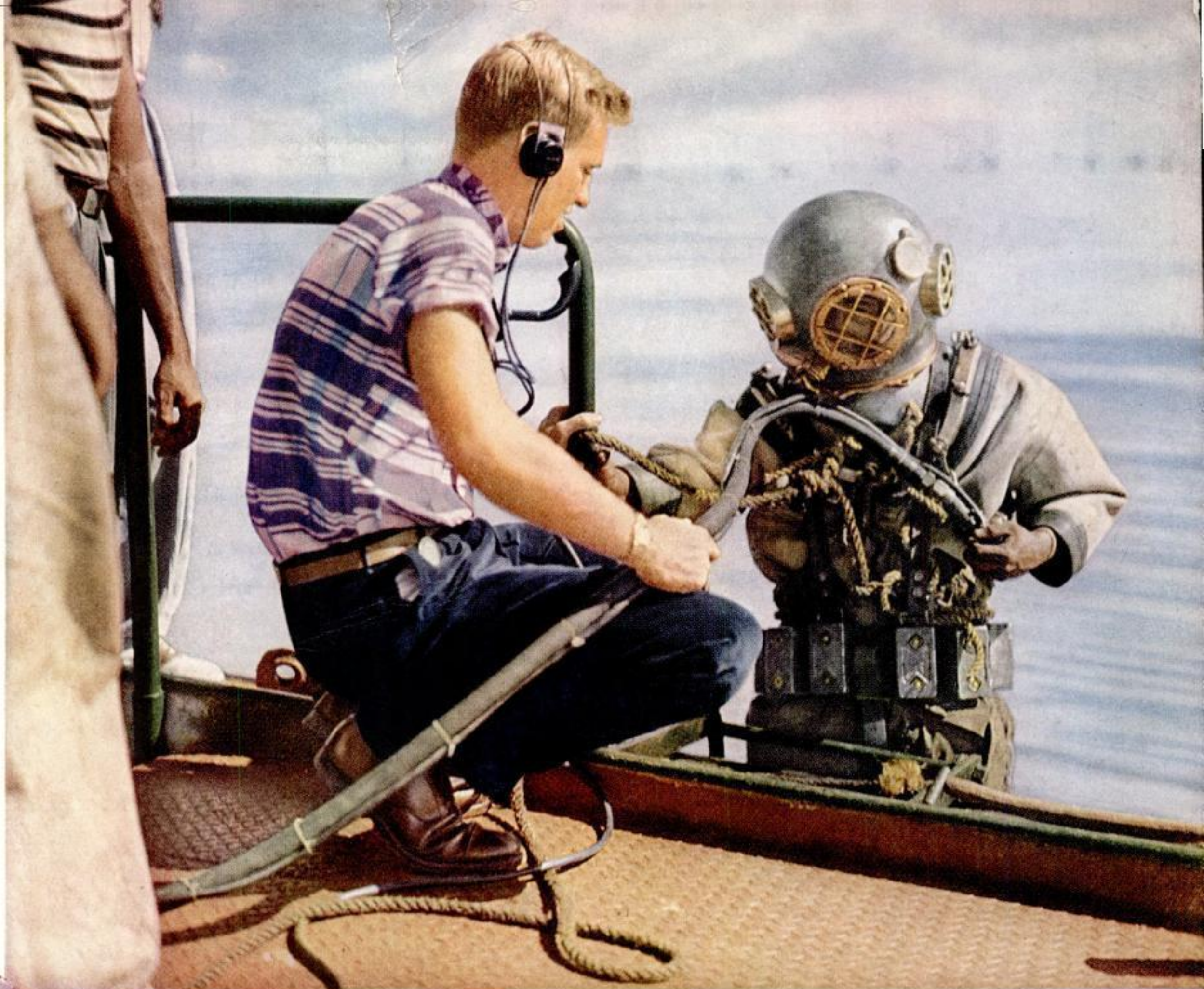
PATCH'S VIEW OF JOANNE IS LIMITED TO JOANNE'S INQUIRING EYES



JOANNE'S VIEW OF PATCH IS EQUALLY CIRCUMSCRIBED BY KNOTHOLE

A DIVER IS ALWAYS
IN HOT WATER IN

The World's Richest Lake



1 "Get me out of here," the diver yelled. He was 50 feet down on the floor of Lake Maracaibo, inspecting pipelines in Venezuela's fabulous underwater oil field. Diving inspections are pretty routine, but this was a new diver. I wondered what he'd run into down there," writes Don Fessler, an American friend of Canadian Club. "We got his heavy copper helmet off—and found the man *wringing wet*... with perspiration!"



2 "Under Maracaibo's jungle of oil derricks, the water, heated by the tropical sun, gets so warm a man has to come out to cool off! From these oil wells, through a colossal network of pipeline, come 225 million dollars worth of crude petroleum every year..."



3 "Surprising thing about Lake Maracaibo is that it's pretty clean, despite all that oil. When I found some oil slick, the engineers started checking for leaks pronto. Another thing—though the lake is connected with the salty Gulf of Venezuela by a strait five miles wide, the lake water is fresh as rain."

5 "Oil from Maracaibo goes all over the world," my host told me. "So does Canadian Club," I said. "It's the best in the house in just about every port I visit."

Why this whisky's worldwide popularity? Canadian Club is light as scotch, rich as rye, satisfying as bourbon—

yet there is no other whisky in all the world that tastes like Canadian Club. You can stay with it all evening long... in cocktails before dinner and tall ones after. That's what made Canadian Club the largest-selling imported whisky in the United States.



4 "Back at Caracas, on a grassy slope behind the Hotel Avila, I found a treasure more precious to me than the 'liquid gold' of the oil wells... a bottle of Canadian Club!"



IN 87 LANDS... THE BEST IN THE HOUSE

"Canadian Club"

6 YEARS OLD
90.4 PROOF

Imported in bottle from Walkerville, Canada, by Hiram Walker & Sons Inc., Peoria, Ill. Blended Canadian Whisky.

Copyrighted material

Which cigarette is Milder...

"Yes, Chesterfields are
so much Milder"

Joan Caulfield

STARRING IN "THE PETTY GIRL"
A COLUMBIA TECHNICOLOR PICTURE



BE YOUR OWN CIGARETTE EXPERT says - Ralph A. Goss

PROMINENT TOBACCO FARMER,
DURHAM, N. C.

- A** YOU buy a pack of Chesterfields and you open it up.
- B** YOU smell that milder Chesterfield aroma. No other cigarette has it.
- C** YOU smoke Chesterfields and prove what every tobacco man knows...

**tobaccos that Smell Milder
Smoke Milder**

Ralph A. Goss

A *Always* B *Buy* C CHESTERFIELD

THE CIGARETTE THAT SMELLS Milder AND SMOKES Milder